

PUBLISHERS' WEEKLY

INDEX, VOL. 185, JANUARY-JUNE, 1964
*Also Indexed in "Library Literature," "Business
Periodicals Index" and "Readers' Guide to
Periodical Literature."*

R. R. BOWKER Co. 1180 AVENUE OF THE AMERICAS,
NEW YORK 36, 1964. \$15 per year, U.S.A.; Canada,
Pan America, \$16; other, \$18; 50 cents a copy. An-
nouncement Numbers, \$2.50; other special issues, \$1.50

Publishers' Weekly

VOLUME 185. JANUARY-JUNE, 1964. INDEX TO
ARTICLES, IMPORTANT NEWS NOTES, PERSONNEL NOTES.
REGULAR DEPARTMENTS AND MAIN TOPICS COVERED

"ABA Question Box": on discounts, 2/17:80; on encyclopedias, 2/17:80; on book jackets, 2/17:80; on rental libraries, 3/2:61, 4/13:49; on bookmen's terminology, 3/16:49; on leather bindings, 3/16:49; on gold stamping and imprinting, 3/30:49; on ABA Order Blank Distribution Service, 3/30:49; on mailing & shipping, 4/13:49, 5/11:49; on special orders, 5/25:65; on establishing simple charge system, 6/8:128

ABA Section, The: fortnightly department in *PW* launched, 1/6:43; editorial, 1/6:63; first section and prospectus, 1/6:75

Abingdon Press: moves warehouse operations, 5/25:51

Academic Press, Inc.: to publish paperbacks in math & physics, 4/20:72

Ace Books, Inc.: ordered by FTC initial decision to stop discriminatory promotional allowances, 5/18:40

Achew's the Book Nook: new bookstore in Port Arthur, Ont., 2/3:96

Adams & Ray, Los Angeles: new literary agency, 4/27:62

Adamson, Joy: lecture tour schedule, 2/3:84

Addison-Wesley Publishing Co.: receives President's "E" award for exports development, 1/27:240; correction, 2/10:81

Stock notes: 3/2:36, 6/1:38

Adler's Foreign Books, Inc., N.Y.C.: operations described, 6/15:77

Advertising, book: see Book advertising

Advertising, false: see Federal Trade Commission

Advertising representation: Franklin Spier for Penguin Books & N.Y. Graphic Society, 1/27:243; Franklin Spier for McGraw-Hill Book Co., 4/6:33; March Advertising, Inc. for Weekly Reader Children's Book Club, 4/6:33; Lavenson Bureau for Avon, 5/11:35; Codella & Duffus, Inc. for the Council on Foreign Relations, N.Y., 6/29:52

Aero Book Store, Washington National Airport: formerly Airport Bookshop, 2/17:82

Affiliated Publishers: forms trade sales department, 6/1:40

Africa: textbook needs in Nigeria reviewed, 5/18:36

AID: see U.S. Dept. of State, Agency for International Development

Air Force Book Program: shifted to Dept. of Defense, to be expanded to all armed services, 6/1:40

Aircraft Engines of the World: moves, 1/27:244

Airport Bookshop, Chevy Chase, Md.: new location of Samuel Yudkin's bookstore, 2/17:82

Airport Bookshop, Washington National Airport: changes name, 2/17:82

Albright, James F.: "What to Tell the Neophyte: Bookselling is a Good Career," 3/30:47; editorial, 3/30:46

Alcorn, John: "Artist-Designer with a Sense of Humor" (article about, by Paul A. Bennett), 6/1:76

Allyn & Bacon, Inc.: Stock notes: 4/6:30

Alpha Book Shop: new store in Pacific Grove, Calif., 6/29:69

American Book Co.: sells interest in Learning Center, Inc., to Creative Playthings, 6/22:69

Stock notes: 1/6:59, 4/6:30, 6/1:38

American Book Publishers Council: outlook and goals, 1/6:47; plans meeting on "Direct Mail Fulfillment," 1/13:46; highlights of 1963 activities, 1/20:89; distributes "Calendar of Exhibit Opportunities," 2/3:54; to co-sponsor conference on lit-

eracy & job-skill training, 2/17:51; program details, 3/23:30; conference reported, 5/4:32; editorial, 5/4:52; addendum, 5/18:19; makes statement on trade barriers to U.S. Tariff Commission, 3/2:27; to co-sponsor meeting on U.S. overseas book programs, 3/16:29; conference reported, 4/6:27; protests new N.Y. anti-obscenity bill, 3/16:30; Public Relations Committee for Paperbound Books issues annotated educational mailing list, 3/23:19; program for annual meeting, 4/13:33; holds annual meeting, opposes manufacturing clause of copyright law, elects officers, 6/1:34; sessions reported, 6/15:30; forms new group, Technical, Scientific and Medical Book Publishers Group, 6/15:44; session at annual meeting on expanding the bookstore market reported, 6/22:52; editorial, 6/22:73; see also Religious Publishers Group

American Book-Stratford Press, Inc.: new distribution center in Saddle Brook, N.J., in operation, 3/9:41

Stock notes: 4/6:30, 5/4:47, 6/1:38

American Booksellers Association: outlook and goals, 1/6:46; fortnightly "ABA Section" to appear in *Publishers' Weekly*, 1/6:43; editorial, 1/6:63; first section and prospectus, 1/6:75; highlights of 1963 activities, 1/20:93; establishes award for "Publisher of the Year," 4/13:48; ABA Order Blank Distribution Service explained, 3/30:49; special offers available at time of convention listed, 6/8:117

Annual convention: plans for, 2/3:90, 3/23:45, 3/30:32, 4/6:27, 4/13:32, 4/20:51, 4/27:60, 5/4:51, 5/11:30, 5/18:39, 5/25:46, 6/1:35; open to all in book trade, 4/27:91; preview by Joseph A. Duffy, 5/11:45; program in full, 6/8:52; list of exhibitors and plan of exhibition hall, 6/8:54; promotional displays planned by several paperback publishers, 6/8:115; convention held, officers elected. Publisher-of-the-Year Award presented, 6/15:56; miscellaneous notes, 6/22:33; pictures, 6/22:36, 6/29:28; convention report, Part I, 6/22:41; president's report, 6/22:49; report on ABA projects, 6/22:50; Trade Exhibit reported, 6/29:29; convention report, Part II, 6/29:35

American Heritage Publishing Co.: to publish new magazine for free distribution by U.S. airlines, 1/13:35; reprints Kennedy essay on history, 3/23:18; plans new dictionary, appoints staff, 5/4:45; staff changes, 5/25:55; starts Gallatin Service for firms engaged in foreign trade, 6/8:101

Stock notes: 1/6:59, 3/2:36, 5/4:47

American Institute of Graphic Arts: highlights of 1963 activities, 1/20:94; 23rd Annual Textbook Show, summary of credits, 3/2:96; plans program series on art education, visual communication, 4/6:97; awards Medal to Josef Albers, 6/1:69

Fifty Books of the Year: schedule of showings, plans for N.Y. opening, 4/6:61; N.Y. opening held, speakers reported, 5/4:77; "The AIGA's 'Fifty' Books As Seen by a Production Man" by Irving B. Simon, 5/4:78; statistics & credits, 5/4:86; books listed, 5/4:87

Textbook Clinic: meeting hears "clinical report" on production of 2 textbooks, 5/4:100

Trade Book Clinic: panel meeting reviews field of publishers' library editions, 2/3:108; meeting on "The Making and Marketing of Dual-Purpose Books for Trade and Textbook Sales" reported, 6/1:70

American Library Association: to operate American Reference Center at N.Y. World's Fair, 1/6:51; is-

sues pamphlet, "Seven ALA Criteria for Book Fairs," 2/10:79; fund drive started for Frederic G. Melcher Scholarship Fund, 3/2:34; interim report fund drive, 5/18:19; lists 50 notable books for 1963, 3/2:40; lists 30 "significant" adult books for young people, 3/2:41; issues "Notable Children's Books of 1963," books listed, 4/27:61; plans for annual conference, 5/11:30; to co-sponsor with Nat'l. Assoc. of Educational Broadcasters a series of book-related radio discussions, 5/18:17

American News Co.:

Stock notes: 2/3:68, 3/2:36, 4/6:30, 6/1:38

American Notes and Queries: identifying anonymous authors of early *Atlantic Monthly* issues, 6/29:25

American Textbook Publishers Institute: outlook and goals, 1/6:48; highlights of 1963 activities, 1/20:90; holds conference, with U.S. Office of Education, on book publishing's role in adult education, job retraining, meeting reported, 2/17:31, editorial, 2/17:57; plans conference on literacy programs & job skill retraining, 2/17:51; program details, 3/23:30; conference held, reported, 5/4:32, editorial, 5/4:52, addendum, 5/18:19; makes statement on trade barriers to U.S. Tariff Commission, 3/2:27; to co-sponsor meeting on U.S. overseas book programs, 3/16:29; meeting reported, 4/6:27; annual industry conference probes effect on schools & educational publishing of federal, state & local economic developments, 4/6:14, editorial, 4/6:34; resolution against manufacturing clause of copyright law passed at annual meeting, 5/11:27; annual meeting reported, 5/18:21; attitudes of, on competition from tax-exempt organizations, 5/18:29; reply (letter), 6/1:23; moves toward a textbook research institute, 5/18:31; review of copyright problems, 5/18:33; trends in educational publishing (editorial), 5/18:44

American Type Founders: announces new presses, 1/6:102; announces new phototypesetter for composition from tapes, 6/1:86

Americana Corp.: see Grolier, Inc.

Amphoto: buys Modern Camera Guide series from Chilton Co., 2/24:134

Anchor Book Shop, Anchorage, Alaska: destroyed by earthquake, 4/6:45; letter from owner, 4/13:22; re-opens at new address, 5/4:44

Andersen's Bible & Book Store: new shop in Decatur, Ill., 6/22:87

Anderson, Charles B.: see Anderson's Book Shop, Larchmont, N.Y.

Anderson's Book Shop, Larchmont, N.Y.: gives up night opening at Christmas, 2/3:94; describes experience with new paperback dept., 4/27:86

Andover Bookstore, Andover, Mass.: article on new store by Robert White, 3/9:36

Antioch Book and Gift Shop: new store in La Habra, Calif., 1/20:128

Antiquarian Book Center: public interest in, 2/3:54

Antiquarian Book Fair: announced, 3/23:33, described, 5/11:32

Antiquarian books: see Rare books

Antiquarian Booksellers Association of America: elects officers, 3/16:29

Appleton-Century: to launch new paperback line, New Century Classics, 6/29:62

Appleton-Century-Crofts: presents out-of-print library to N.Y.U., 3/23:18

Arcade Book Shop: new store in N.Y.C., 1/20:128

Archer House: address for orders, 3/23:34

Arco Publishing Co., Inc.: moves, 5/11:35

Arlington Bookstore, Jacksonville, Fla.: sold, 6/22:87

Art Directors Club of New York: plans 9th annual Visual Communications Conference, 5/4:112

Association of American University Presses: outlook and goals, 1/6:49; highlights of 1963 activities, 1/20:91; plans for annual meeting, 4/27:59

Augsburg Publishing House: buys Miehle two-color offset press, 2/3:133; opens retail branch in Austin, Tex., 5/25:48

Australia: book publishing in (article), 3/16:20; reply by British Publishers' Association (letter), 5/25:29

Authors: value on time of, set by jury in damage suit, 3/30:33; author complains of sales policies of large publishers, 2/24:139; a publisher's reply, 5/4:67; see also Subsidiary rights; Taxes

Autographing parties: article on, by Anne Udin, 2/17:77; see also weekly "Bookselling" section

Avon Book Division of the Hearst Corp.: launches rounded corner paperbacks, 3/9:42

Bader, Franz, Inc., Washington, D.C.: to move, plans more specialized stock, 6/29:69

Bailey Bros. & Swinfen Ltd., London: moves, 4/20:60

Baker Book House: celebrates 25th anniversary, 6/1:43

Baker's "Browse and Buy Book" Bar: new shop in Gatesville, Tex., 4/6:47

Bantam Books, Inc.: to incorporate all language books in new Bantam Language Library, 3/16:41; plans new college paperback series, Bantam Matrix Editions, 4/20:51; expands & reorganizes sales staff, 6/1:46

Baptist Book Stores: store in Atlanta, Ga., holds children's book fair, 2/10:95; new store opened in Indianapolis, Ind., 2/10:98, 4/6:46; annual conference of bookstore division of Baptist Sunday School Board announced, 2/10:98; to promote National Library Week, 2/24:155; Carbondale, Ill., store has new manager, 3/9:57

Barre Publishers, Barre, Mass.: to re-issue 1834 children's books, 3/2:23

Bassett Center Book Store, El Paso, Tex.: article about, by Rye Potter, 1/13:41

Battle, Lucius: speech on government book programs before ABA convention reported, 6/22:43

Beckley-Cardy Co., Chicago: buys Weber Costello Co., 5/18:40

Begg, John: designer of Oxford University Press keepsakes (article by Paul A. Bennett), 1/6:92

Belmont Productions: denies charges by Federal Trade Commission of misrepresentation on reprints, 3/23:34

Benjamin, Curtis G.: "Chinese Reprinters & World Copyright Practice: A U.S. Publisher's Reply," 3/30:23

Benjamin, W. A., Inc.: staff changes, 4/20:66; moves, 5/11:35

Bennett, Paul A.: "Oxford University Press Keepsakes Designed by John Begg," 1/6:92; "Robert Frost: 'Best-Printed' U.S. Author, and His Printer, Spiral Press," 3/2:82; "Adrian Wilson: Designer-Printer at Tuscany Alley," 4/6:66; "John Alcorn: Artist-Designer with a Sense of Humor," 6/1:76

Berean Book Store: new shop in El Dorado, Arkansas, 5/25:70

Besser-Alvarez Associates: new editorial & promotion service, 6/8:105

Best sellers: "1963 Paperback Best Sellers in the Bookstores" (article), 1/20:70; "Best Sellers of 1963 as Sold to the U.S. Trade" by Alice Payne Hackett, 1/20:78

Best sellers, monthly: Dec., 1963, 1/20:178; Jan., 1964, 2/17:116; Feb., 3/16:90; March, 4/20:114; Apr., 5/18:90; May, 6/15:118

"Best Sellers of the Week": weekly department

Bibles: "Bibles and Related Books for the Spring Holiday Season," 2/10:70; American Standard Bible—New Testament issued by four publishers, 2/10:75; new edition of Phillips New Testament announced, 2/10:91; A. J. Holman chosen to publish "Young Readers' Bible," 2/10:94

Bibliography: "Subject Collections in European Libraries" to be published by Bowker, 1/20:116; see also Book lists

Billy & Bobby's Books: new store in Harlingen, Tex., 5/18:57

Billyou, Scott, Books, Hartford, Conn.: closed, 6/1:61

Binding: first U.S. exhibit of French bookbinding, 2/3:126; current use of roll leaf in decorations, article by Normal Zelman, 3/2:90; "Pre-Printed Covers: How to Reduce Casing-In Problems" by Dr. Nathan B. Leitner, 4/6:80; see also Library bindings

BIPAD (Bureau of Independent Publishers & Distributors): moves, 4/20:60

Blaisdell Publishing Co.: moves, 5/11:35

Blom, Benjamin, Inc.: new publishing firm specializing in theater arts, 1/27:241

Boarts International, N.Y.C.: moves, 3/23:34

Boher, Edward E.: "Take Your Blinders Off—There's a New Day Ahead!" (article), 3/9:33

Book advertising: Brentano's, N.Y.C., tries unusual ad campaigns, 1/27:268, 6/29:63; advertising & promotion of religious books discussed at workshop, 4/13:26; effect of movie promotions on book advertising, 4/20:80; Doubleday among top 100 advertisers in nat'l. newspaper space, 5/25:27; college store advertising discussed at annual meeting of Nat'l. Assoc. of College Stores, 5/25:41; dept. stores drop comparison prices in ads, 6/1:20; see also Advertising representation; Federal Trade Commission; Publishers Adclub

Book and author luncheons: Arizona Republic, 3/2:25; Albuquerque and Denver (Denver Post and Amer. Assoc. of Univ. Women), 4/27:60; Cleveland Press, 5/18:16; ABA and Book Week luncheon at ABA convention, 5/25:47; Miller & Rhoads, Richmond, Va., 6/1:57

Book Cache, Anchorage, Alaska: destroyed by earthquake, 4/6:45, 4/13:33; re-opens at same address, 5/4:44

Book Clearing House, Boston, Mass.: operations of technical book dept. (article), 4/20:75

Book clubs, new: Christian Growth Children's Reading Program (David C. Cook Pub. Co.), 4/20:57; Time-Life International Book Society, 5/25:46; Conservative Book Club, 6/8:101; Bookplan, new British club, 4/6:32, 6/8:101

Book Cove: new shop in Providence, R.I., 6/1:61

Book design: "The Title Page and the Courteous Typographer" by Paul Standard, 2/3:118; lack of concern for design among trade publishers alleged, 5/4:77; see also Binding

Book exhibits: Amer. Bk. Pubrs. Council distributes "Calendar of Exhibit Opportunities," 2/3:54; books of Shakespearean criticism to be shown in Washington exhibit, 2/10:80, correction, 2/24:134; N.Y. Public Library displays Gaelic books, 3/23:18; books from Arents Collection of Books in Parts exhibited by N.Y. Public Library, 4/6:12; Permanent Oil Industry Book Display, Houston, Tex., 4/20:53; "Art Gallery 64," N.Y. World's Fair, 4/27:31; Brooklyn Public Library showing of best sellers of past 100 years, 6/1:20; "The Scholar Printer," rare printing exhibit by Newberry Library, 6/1:42

Trade & professional exhibits: Frankfurt Book Fair announced, 3/30:35; Salon du Livre de Montreal, 3/16:30; inter-American book fair planned in Mexico City, 1/27:239; Catholic publishers sponsor book exhibits at Catholic colleges, 2/10:77; 1964 new books preview for librarians, 5/25:46

See also Graphic arts exhibits

Book exports: see Foreign trade

Book Fair, Westwood Village, Los Angeles: owner cleared of arson charges, store in full operation after fire, 1/27:238

Book Fair, Los Angeles: files bankruptcy petition, 4/20:79

Book fairs: Antiquarian Book Fair, 3/23:33, 5/11:32; see also Book exhibits

Book fairs, children's: pamphlet on, issued by Amer. Library Assoc., 2/10:79; Baptist Book Store, Atlanta, Ga., fair described, 2/10:95; Bologna, Italy, to hold International Book Fair for Children, 2/24:132; Pratt Institute plans workshop on book fairs, 2/24:132; workshop reported by Joanna Foster Dougherty, 5/11:20; North Kansas City High School paperback fair, 3/2:23; school book fair operation of H. P. Koppelman, Inc., Hartford, 5/4:30

Book House, Claremont, Calif.: formerly College Book Store, 5/25:70

Book imports: see Foreign trade

Book jackets: Turck & Reinfeld Book Jacket Design Competition postponed, to be biennial, 2/3:134; bookseller questions on, 2/17:80; booksellers praise trend towards jacketless books for children, 2/24:152

Book Lane: new shop in Boston, Mass., 6/1:61

Book lists: "Selected Paperbacks in Amer. History" published by Kiplinger, 1/6:44; "Paperbound Book Guide for Colleges" published, "Guide for High Schools" planned, 1/20:118; Nat'l. Assoc. of Independent Schools lists 10 best adult books for pre-college readers, 2/10:80; School Library Journal publishes list of year's best children books, 2/24:83; Amer. Library Association's 50 notable books for 1963, 3/2:40; ALA's 30 "significant" adult books for young people, 3/2:41; ALA's "Notable Children's Books of 1963," books listed, 4/27:61; Library of Congress issues list of references to books & articles about presidents of U.S., 3/30:17; Syracuse Public Library issues annual "Gold Star List of American Fiction," 4/27:32; catalog of children's perennial favorites planned by Scribner Book Store, 5/4:44; paperback titles portraying U.S. listed in High Points, teachers' journal, 6/15:29; John Dickson Carr's list of 10 best mystery & suspense novels of 1964, 6/29:24; James Baldwin's list of 10 favorite books, 6/29:24; see also Bibliography

Book Manufacturers' Institute: outlook and goals, 1/6:49; highlights of 1963 activities, 1/20:92; testifies at Tariff Commission hearing against reduction of book tariffs, 2/3:132; statements to U.S. Tariff Commission fully reviewed, 3/2:27; conference schedule, 1964-66, 4/6:92; progress report of Technical and Research Committee, 4/6:92; upholds manufacturing clause at Amer. Bk. Pubrs. Council annual meeting, presents own draft version, 6/1:34, 6/15:34

Book manufacturing: design & production of religious books discussed at workshop, 4/13:25; see also Binding; Book design; "Books in the Making"; Printing; "Tools of the Trade"

Book Mark, Philadelphia, Pa.: new shop, 5/18:57

Book Mark, Providence, R.I.: new shop, 5/25:70

Book Nook, N.Y.C.: sold, 1/13:64

Book Nook, Victorville, Calif.: new shop, 1/20:128

Book Nook, Inc., Fort Worth, Tex.: files bankruptcy petition, 3/30:52

Book-of-the-Month Club, Inc.: main award in 1964 library awards program goes to Minnesota library, 2/3:68; some club editions cost more than bookstore editions, 4/27:92; reply by Book-of-the-Month Club (letter), 5/25:29

Stock notes: 3/2:36, 4/6:30, 6/1:38

Book prices: trends analyzed, 1941-63, 1/20:84; index of, by category, selected years, 1947-63, 1/20:85

Book promotion: 1963 institutional promotions, 1/20:84; publishers report most helpful promotions for late 1963, 1/27:188; "February-May: A Calendar of Some 200 Leading Campaigns," 1/27:190; author complains of sales policies of large publishers, 2/24:139; a publisher's reply, 5/4:67; monthly "newspaper" for bookstore distribution to promote books of participating publishers, 3/2:26; travel tie-ins for books discussed by Publishers' Publicity Assoc., 3/9:43; Grosset & Dunlap offers set of dealer aids keyed to spring merchandising program, 3/16:27; scientific & technical publishers stress exhibits at professional meetings, 4/20:25; "135 Leading Book Promotions, June-July-August," 4/27:34; "September Books: Some Top Campaigns," 6/8:58; promotion calendar for juveniles discussed at ABA convention, 6/29:43; see also Book advertising; Bookstore promotions

Book publishing: see Publishing

Book Rack, The, Encinitas, Calif.: new shop, 3/23:46

Book Review, The: new book shop in Owosso, Mich., 6/29:69

Book review media, magazines & newspapers; America, 2/10:47; Amer. College Public Relations

Association, 4/27:32; *American Israelite*, 3/30:21; *American Record Guide*, 3/30:20; *Art Voices*, 1/20:56; *Atlanta Times*, 5/18:17; *Book Week*, (N.Y. *Herald Tribune*, San Francisco *Examiner*, Washington *Post*), 1/20:55, 3/23:19, 3/30:19; *BOOKS*/, 3/2:26; *Books Today*, see under *Chicago Tribune*; *Bulletin of Bibliography*, 1/6:45; *Bulletin of the Atomic Scientists*, 1/20:56; *Chicago Tribune*, 1/6:45, 2/24:83, 4/20:27, 6/8:51; *Christian Century*, 2/10:47; *Christian Science Monitor*, 1/20:56; *Commentary*, 2/10:47; *Commerce News*, 4/20:27; *Commonweal*, 2/10:47, 4/13:22; *Contact*, 1/6:45, 2/17:37; *Data Processing Weekly News*, 6/1:21; *Denton Record-Chronicle*, 3/30:21; *Disarmament and Arms Control*, quarterly, 1/27:189; *English Journal*, 6/1:22; *Esquire*, 3/2:25; *Every Friday*, 3/30:21; *Golden Magazine for Boys and Girls*, 2/24:83; *Greek Heritage*, 3/2:26; *Harper's Bazaar*, 5/11:15; *Houston Press*, 3/30:20; *Index to Periodical Articles Related to Law*, 4/27:33; *Journal of the Alleghenies*, 4/27:33; *Journal of Vacuum Science & Technology*, 4/20:27; *Laramie Boomerang*, 2/24:85; *Law Library Journal*, 3/23:34; *Library Journal*, 1/13:35; *Life* magazine, 3/16:19; *Lincoln Herald*, 4/27:33; *Living Church*, 2/24:84; *Mailbag*, 4/27:33; *Marriage, the Magazine of Catholic Family Living*, 2/10:47; *Massachusetts Review*, 3/23:19; *The Morningside*, 6/8:51; *Motive*, 3/23:19; *National Review*, 2/24:84; *New Republic*, 3/30:19; *N.Y. Herald Tribune* (see under *Book Week*); *N.Y. Times*, 1/13:35, 1/27:189, 4/6:13; *News-Register*, McMinnville, Ore., 4/27:33; *North American Review*, 3/23:19; *Odhams Press Ltd.*, England, 1/20:56; *Perspective*, 4/20:27; *Presbyterian Life*, 5/18:18; *Publishers' Weekly*, 1/13:35; *Reader's Digest*, 5/18:18; *Report*, 2/3:55; *Reporter*, The, 4/13:23; *Saint Mystery Magazine*, 5/18:18; *San Francisco Examiner* (see under *Book Week*); *Saturday Review*, 1/20:56, 2/24:84, 6/29:25; *Science*, 4/20:27; *Smith, The*, 4/6:13; *Social Science*, 2/24:84; *Studies on the Left*, 3/30:21; *Theatre Arts*, 6/15:28; *Today*, 3/23:19; *Venture*, 2/24:84; *Washington Post* (see under *Book Week*); *Wesleyan Quarterly Review*, 2/10:47; *Westchester County Publishers, Inc.*, newspaper chain, 1/6:45; *Whitman Numismatic Journal*, 1/27:189; *Wyoming State Tribune*, 2/24:85.

Book reviewing: lack of reviews a problem for paperbacks, 1/20:55

Book Stall, The, Quincy, Ill.: new shop, 3/23:47

Book statistics: see *Bookselling trends & statistics*; *Market statistics*; *Publishing trends & statistics*

Book Store, Inc., Des Moines, Iowa: new manager, 1/13:57

Book Store, The: new shop in Steamboat Springs, Colo., 1/27:270

Book Week: surveys book buying habits, results reported (article), 5/11:16; see also *Children's Spring Book Festival awards*

Bookbinding: see *Binding*; *Library bindings*

Bookcase, The, Newport Beach, Calif.: sold, name changed to Lido Books, 3/2:64

Bookcase, Inc., N.Y.C.: paperback shop has successful mail order business, 3/30:51

"Bookmaking": monthly department on book production, design, materials, services

Bookplan: new British book club, 4/6:32; 6/8:101

BOOKS/: new book promotion venture for monthly bookstore distribution, 3/2:26

"Books about Bookmaking", occasional dept. in "Bookmaking": 1/6:108

"Books in the Making", occasional dept. in "Bookmaking": 1/6:107, 2/3:126, 4/6:86, 5/4:104

Bookselling methods: "How Can the Industry Create More Bookstores?" by Ray Vanderhoef, 1/13:36; "Four Bookstores in the Southwest and the West" by Rye Potter, 1/13:39; *Christian Booksellers Assoc.* sponsors seminars for booksellers, 1/13:46; department stores try savings clubs based on banks' Christmas clubs, 1/13:64; booksellers report experiences with paperbacks, 1/20:53; "Sixty Days

with a Salesbook: A Reviewer Sells at Christmas" by Joanna Foster Dougherty, 2/3:61; problems of personal bookseller discussed (article by Mattie Lee Thompson), 2/3:94; bookstores' problems in meeting demands of summer reading lists, article by Tess M. Crager, 2/24:153; "If Discounters Threaten, Don't Panic, Fight Back" by Harry W. Schwartz, 3/30:30; editorial comments on advice to prospective booksellers in "ABA Section," 3/30:46; Vroman's stock control system explained (article), 5/4:64; Nat'l Assoc. of College Stores annual meeting, management workshops reported, 5/25:30; operations of 3 foreign-language bookstores described, 6/15:77; see also "The ABA Section," fortnightly department; Bookstore promotions; Displays, book

Bookselling trends & statistics: "Goals for 1964: Book Industry Association Presidents Look Ahead," 1/6:46, editorial, 1/6:63; Christmas, 1963, reviewed by bookseller (article by Lewis Meyer), 1/6:80; 1962 sales statistics estimated, analyzed, 1/20:82; Christmas, 1963, season in bookstores surveyed, 1/20:123; 1963 trend in new shops & shop closings surveyed, 1/20:127; 1963 sales trends in U.S. department stores released by Federal Reserve System, 3/9:40; textbook & reference book sales statistics, 1962-63, 5/18:22; statistical breakdowns of textbook sales, data over 10- and 20-year periods, 5/18:24, 25, 26, 27; Federal Reserve 1963 statistics on percentages of year's sales made each month in dept. store book depts., 6/8:50; expanding the bookstore market discussed at annual meeting of Amer. Bk. Pubrs. Council, 6/22:52; editorial, 6/22:73

Monthly sales trends surveyed by *PW* & Federal Reserve: 3/23:44; 4/6:32; 4/27:31, 4/27:59, 4/27:92, 6/1:35, 6/1:55, 6/29:50, 6/29:63

See also *Paperback books*; *Religious books*; *Scientific & technical books*; *Textbooks*

Bookstore design: discussed at annual meeting of Nat'l. Assoc. of College Stores, 5/25:39

Bookstore promotion: techniques of autographing parties for religious books discussed at workshop, 4/13:28; ABA convention panel on bookstore promotion planned, 4/13:32; Nat'l. Assoc. of College Stores merchandising contest winners announced, winning promotions described, 5/25:68; markdown sales as conducted by M. G. Hurtig, Edmonton, Canada, 4/13:50; by Doubleday Book Shops, 5/11:50, 6/22:87, by British Book Centre, 5/11:51; ABA convention session on bookstore promotion reported, 6/29:35

By individual stores: Brent, Stuart, Chicago, 5/13:52; Channel Bookshop, New Haven, Conn., 6/1:60; Dinsmore Book Store, Sacramento, Calif., 5/18:56; Doubleday Book Shops Inc., 2/24:155, 4/27:31; Higbee's Book Shop, Cleveland, O., 3/30:50; Pickwick Bookshop, Hollywood, Calif., 3/30:50; Remarkable Book Shop, Westport, Conn., 5/18:55; Saville Book Shop, Washington, D. C., 6/1:56, 6/1:60; Yale Co-op, New Haven, 4/13:52

Autographing parties: article on, by Anne Udin, 2/17:77; see also weekly "Bookselling" section

Booktrader, The: new shop in Richmond, Va., 3/30:52

Boureston's Bible and Book Store: new shop in Hawthorne, Calif., 3/23:46

Bowen, Elizabeth: interview with, 2/3:81

Bowker, R. R. Co.: reprinting N.Y. *Times* Annual Indexes, 1/13:35; to issue expanded edition of Ulrich's "Periodicals Directory," 1/20:56; issues first edition of "Libros en Venta," 4/20:50; to co-sponsor a 1964 new books preview for librarians, 5/25:46, 6/15:58; see also *Library Journal*; *Publishers' Weekly*

Bowmar Book Store: new shop in Vicksburg, Miss., 4/6:46

Bracken, Peg: interview with, 5/25:58

Brainerd Mill, Northwest Paper Co.: expands plant & facilities, 4/6:95

Brandeis Coop, Inc.: new second-hand bookstore in Waltham, Mass., 3/23:47

- Brandell's: new paperback bookstore in Garden City, N.Y., 1/20:128; store described, 4/6:44
- Brandywine Book Shop and Art Gallery, West Chester, Pa.: moves, 5/18:57
- Brason Associates: Chicago wholesaler moves, 3/2:43
- Brent, Stuart, Books & Records, Chicago: successful promotion of own book, 4/13:52
- Brentano's N.Y.C.: tries unusual ad campaign, 1/27:268; promotes paperback art books with large one-subject ad, 6/29:63
- British Book Centre: holds overstock sale, 5/11:51; expands retail store, 5/18:55
- Brotherhood of Associated Book Travelers: annual field day announced, 4/20:56; correction, 5/11:35; holds Field Day (pictures), 6/8:104
- Brown, Richard H.: "Book Buying: Who? What? Where? When? Why?" (article), 5/11:16
- Browne, R. A.: "Buying Around" Stiles Development of a Healthy Canadian Book Trade," 6/1:24
- Bumpus, John and Edward Ltd., London: sold to Robert Drummond, 1/27:238
- Caldecott Medal: see Newbery-Caldecott Awards
- Caldwell, Erskine: impersonated by con artist, 6/15:25
- California Library Association: reissues updated "Intellectual Freedom Kit," 6/15:59
- Calliope Records: releases second set of recorded readings, 1/6:70
- "Calories Don't Count": see Simon and Schuster
- Canada: "buying around" hinders development of Canadian book trade (article by R. A. Browne), 6/1:24
- Canadian Booksellers Association: annual meeting reported (article by Igor Kropotkin), 6/1:28
- Canterbury Bookshop, N.Y.C.: owner discusses methods & problems of personal bookselling, 2/3:94
- Card Emporium: new paperback bookstore in N.Y.C., 6/22:87
- Card 'N Book Nook, Livingston, N.J.: new shop, 3/23:47
- Carey-Thomas Award: winners announced, presentation ceremonies, 4/27:57
- Carson, Rachel: memorial research fund sponsored by Audubon Society, 5/11:13
- Catholic Book Week: Catholic publishers plan book exhibits, 2/10:77
- Catholic books: 1963 title statistics, 3/16:30
- Catholic Press Association: launches new group of literary prizes, 3/23:33; presents Nat'l. Catholic Book Awards, 6/8:103
- Censorship: Vatican Ecumenical Council adopts decree on communications, 1/6:60; N.J. Supreme Court rules in two obscenity cases, 1/13:51; censorship developments in 1963, 1/20:88; publishers draw heavy sentence in obscenity case, 2/17:52; "Fanny Hill" found obscene in London, 2/24:135; case of bookseller convicted of selling "Fanny Hill" to minor discussed, 3/2:33; Rhode Island prosecutes "Fanny Hill" under new obscenity statute, 3/2:39; "Censorship: Strategy for Defense," article on bookseller's role, by Peter S. Jennison, 3/2:58, editorial comment by Trumbull Huntington, 3/2:57; Putnams enjoined from distributing "Fanny Hill" in obscenity decision by Appellate Division of N.Y. Supreme Court, 3/9:39, editorial, 3/9:45; pastor defends "Fanny Hill," 3/16:18; attempts to ban "Dictionary of American Slang" from Calif. school & reference libraries fail, 3/16:18; new N.Y. anti-obscenity bill protested by Amer. Book Pubrs. Council, 3/16:30; Nassau County seizes *Evergreen Review* on obscenity charge, Grove Press sues, 5/11:31; Dell stops sale of "Fanny Hill" pending final court decisions, 5/11:32; discussion of parental censorship of children's reading sponsored by *Redbook*, 5/18:15; Rhode Island abolishes Commission to Encourage Morality in Youth, 6/8:100; book reviews movie censorship history, 6/8:123; librarians advised on meeting censorship threats by "Intellectual Freedom Kit," 6/15:59; seized issue of *Evergreen Review* ordered released by Federal court, 6/22:67; Nassau County drops appeal, 6/29:48; "Fanny Hill" prosecuted in New Jersey, 6/22:68; Cardinal Spellman asks for citizens' censorship commission in N.Y.C., 6/22:68; U.S. Supreme Court reverses Florida ban on "Tropic of Cancer," upsets 3 other censorship decisions, 6/29:48; "Tropic of Cancer" found obscene by Illinois Supreme Court, 6/29:49; Univ. of Mississippi may dismiss professor following publication of his book, 6/29:50; see also Freedom of the Press; Legal decisions affecting the book trade
- Censuses of Business & Manufactures: deadline for returns set, 2/17:35
- Center for Applied Research in Education, Inc.: 5/11:35
- Chatsworth Book Shoppe: new store in Chatsworth, Calif., 2/3:96
- Chaucer Book Store, Midland, Texas: opens, described, 1/6:79
- Chestnut Burr Book Shop and Library, San Francisco: moves, 6/1:60
- Chestnut Court Book Shop, Winnetka, Ill.: plans changes and additions, 2/24:155
- Chicago Book Clinic: plans for Chicago-Midwestern bookmaking show, 4/6:92
- Children's Book Council: elects new officers, 1/20:104; prepares promotion materials for vacation reading programs, 2/24:131; editorial, 2/24:137
- Children's books: "Getting the Right Book to the Right Child at the Right Time" by Elizabeth Cannon Lowry, 2/3:91; revised edition issued of "A Parent's Guide to Children's Reading" (article), 2/24:86; "Some Leading Titles to be Published This Spring," 2/24:90; reissues and revised editions planned for spring, 2/24:150; 2nd printing of 1834 children's books planned by Barre Publishers, 3/2:23; "Juvenile Paperbacks or The Curious Case of 'Curious George'" by Lavinia Russ, 3/16:44; Holy Cross Press, new firm, to publish Catholic children's books, 3/30:35; panel discussion on "Expanding the Market for Children's Books" planned for ABA convention, 4/20:51; session reported, 6/29:42; Science Library Program of Amer. Assoc. for Advancement of Science stresses good science reading for children & young people, 4/20:62; Scribner Book Store preparing catalog of children's books, 5/4:44; Dell plans expansion of quality line of juvenile paperbacks, 6/1:40; color film on children's picture books to be released, 6/1:41; see also Book fairs, children's; Children's Book Council
- Childrens Press, Inc.: terms of settlement of suit brought by Field Enterprises clarified, 2/3:71
- Children's Spring Book Festival Awards: judges announced, 3/30:19; awards announced, 5/11:29
- Chills & Thrills Mysteries by Mail: sold to Duane Johnson, Gettysburg, Pa., 6/1:60
- Chilmark Press: reviews past year's production, future titles planned, 2/17:71
- Chilton Co.: sells Modern Camera Guide series to Amphoto, 2/24:134; sells 5 titles to Crown, 2/24:145; Chilton Books separates operations into two divisions, 6/15:67
- Christian Booksellers Association: to sponsor seminars for booksellers, 1/13:46
- Christian Bookshelf: new shop in Adrian, Mich., 3/9:57
- Chrystie, Frances N.: "Maurice Sendak: An Artist Best Understood by Children," 2/24:87
- Church Book Store: new shop in San Antonio, Tex., 1/20:128
- Clark, Charles W. Co., Port Washington, N.Y.: moves to Farmingdale, N.Y., 6/1:60
- Cokesbury Book Stores: Baltimore, Md. store in successful promotion of Harlem Book Co. "Great Drawings", 3/16:51; N.Y.C. contact office opened, 5/25:48
- College Book Store, Claremont, Calif.: changes name to Book House, 5/25:70
- Colonial Williamsburg: juvenile publishing program described, 2/24:147

Columbia University: paperback catalog of Oral History Collection published, 4/13:20

Columbia University Press: staff changes, 2/17:59, 60

Composing Room, Inc.: opens Type Reference Library, 4/6:97

Computers: Harris-Intertype computer for type composition (article), 4/6:62; use of computers in book business & graphic arts, 5/4:77; Mergenthaler awarded U.S. contract for ultra-fast phototypesetters (article), 5/4:92; Harris-Intertype electronic photo-setting system (article), 5/4:93; computer composition used by Little, Brown in production of novel, 6/1:36; 6/1:69; computer programs can be registered for copyright, conditions explained, 6/8:102; tape-punching for bibliographic uses by libraries studied, 6/1:85; ATF phototypesetter for composition from tapes, 6/1:86; Photon ships first "Zip" Model computer photo-composing machine, 6/1:88; use of computers in communication discussed at Amer. Bk. Pubrs. Council annual meeting, 6/15:44

Conservative Book Club: new book club in New Rochelle, N.Y., 6/8:101

Consultants Bureau, Inc.:
Stock notes: 5/4:47

Cook, David C., Publishing Co.: announces new book club, Christian Growth Children's Reading Program, 4/20:57

Copyright: new book about, published, 1/13:51; copyright problems in Russia & Formosa, 1/20:87; title infringement suit on "Sex and the Single Girl" vs. "Sex and the Single Man", 3/30:18; "Chinese Reprinters & World Copyright Practice: A Chinese View" by I-Cheng Loh, 3/30:22; "A U.S. Publisher's Reply" by Curtis G. Benjamin, 3/30:23; lecture on French copyright law announced, 3/30:34; Amer. Textbook Pubrs. Inst. passes resolution against manufacturing clause, 5/11:27; copyright protection for use of books seen necessary in age of new technology (editorial), 5/11:36; areas of copyright law revision of special interest to educational publishers reviewed, 5/18:33; computer programs can be registered for copyright, conditions explained, 6/8:102; Amer. Book Pubrs. Council passes resolution opposing manufacturing clause, 6/1:34, editorial, 6/1:45; Amer. Book Pubrs. Council session discusses copyright revision from viewpoint of authors, libraries, manufacturers, publishers, 6/15:34; Amer. Bk. Pubrs. Council, Amer. Textbook Pubrs. Inst. submit statement of views on copyright draft provisions, 6/22:65; Patton family sues to stop publication of proposed biography of Gen. Patton, 6/15:58; *see also* Legal decisions affecting the book trade

Cornell University Press: staff changes, 2/17:60

Courses, publishing & graphic arts: Hunter College (editing), 1/13:51; N.Y. Univ. (book publishing), 1/13:51; Radcliffe (publishing), 1/27:241; Lowell Technological Institute (paper technology), 4/6:94; Design Laboratory workshop in graphics & photo-journalism, 6/8:103

Crager, Tess M.: "Those Summer Reading Lists" (article), 2/24:153

Crocker Hamilton Papers, Inc.: new N.Y.C. headquarters, 1/6:110; sponsors second annual seminar for publishers, 1/6:110

Crohn, Richard J., Promotion Consultant: new name for Promotion Consultants, Inc., 1/20:108; moves, 1/27:244

Crowell-Collier Publishing Co.: establishes new corporate agency to aid educational planning and materials development, 2/17:52; annual meeting reported, 4/13:35
Stock notes: 4/6:30, 5/4:47
See also Free Press of Glencoe; Macmillan Co.

Crown Publishers, Inc.: acquires 5 titles from Chilton Co., 2/24:145

Curtis Publishing Co.: wins reduction of judgment in appeal of Butts libel suit, 1/27:239; Butts files

cross appeal to recover full damages, 2/10:77; sells minority interest in Grosset & Dunlap subsidiaries to Grosset, 2/24:133; forms book division, appoints officers, 3/2:34

"Dallas Public and Private": reaction to, reported by Dallas booksellers, 4/20:49

Danielson's Bookstore, Spearfish, S. Dakota: sold, name changed to Spearfish Bookstore, 3/9:57

Data processing systems: *see* Computers

DeGraff, John, Inc., N.Y.C.: moves to Tuckahoe, N.Y., 4/20:60

Dell Distributing, Inc.: stops sale of "Fanny Hill" pending final court decisions, 5/11:32

Dell Publishing Co., Inc.: names officers, 1/13:55; launches new juvenile series, Harlin Quist Books, 2/24:133; launches Delacorte Press line, first list announced, 3/2:51; announces first winner of Delta Prize Novel Award, 3/30:35; plans to expand Harlin Quist series, 6/1:40; publishes largest paperback, "The Columbia-Viking Desk Encyclopedia," 6/8:114

Department of Defense Book Program: to be created with former Air Force Book Program as nucleus, 6/1:40

Des Forges Co., Milwaukee, Wis.: sold to Margery Hart, 6/22:86

Design: *see* Book design; Graphic arts

Dial Press, Inc.: moves, 1/20:108

Dinsmore Book Store: launches series of literary receptions, 5/18:56

Discount policies: publishers' cash discount policies confuse bookseller, 2/17:80

Discount schedules: Aero Publishers, 2/3:88; Benjamin, W. A., Inc., 6/1:54; Cambridge Univ. Press, 2/24:145, 4/6:42; Cornell Univ. Press, 2/3:88; Duke Univ. Press, 3/23:43; Heath, 3/2:56; International Textbook Co., 1/6:60; Newman Press, 6/8:105; Praeger, 3/2:56; Science & Behavior Books, 4/20:72; Syracuse Univ. Press, 2/3:88; Univ. of Alabama Press, 5/11:43; Univ. of Washington Press, 5/11:43; Univ. of Wisconsin Press, 6/22:83; Watson-Guptill, 1/13:63

Discount selling: *see* Price cutting

Displays, book: "Store Windows and In-Store Display" by Trumbull Huntington, 1/6:76; Oceana Publications offers monthly display service for seasonal promotions, 5/4:63; college store displays discussed at annual meeting of Natl. Assoc. of College Stores, 5/25:41

Distribution, book: "How Can the Industry Create More Bookstores" by Ray Vanderhoeft, 1/13:36; Amer. Booksellers Assoc. pleads for reform in trade distribution, hopes for national study, 1/20:119; House Small Business Subcommittee investigates dual distribution practices, 3/2:63; Simon and Schuster replies to dual distribution charge, 3/9:29; expanding the bookstore market discussed at annual meeting of Amer. Bk. Pubrs. Council, 6/22:52, editorial, 6/22:73; *see also* Shipping & warehousing; Wholesalers, book

Dodd, Mead & Co.: staff changes & additions 6/22:75; elects officers, 6/8:106

Doubleday & Co., Inc.: Image Books has 10th anniversary, history reviewed, 2/10:67; buys Laidlaw Brothers, textbook publishers, 2/10:76; plans new Anchor Books series, "The Architecture of New York: A History and Guide," 5/25:62

Doubleday Book Shops, Inc.: chain makes "double-the-value" offer, 1/27:268; new shop planned in Phoenix, Ariz., 2/24:134; make unusual offer in successful promotion, 2/24:155; policy of, in conflict between store space and expanding paperback production, 4/13:29; second Dallas store planned, 5/4:44; annual markdown sale described, 5/11:50; addendum, 6/22:87

Dougherty, Joanna Foster: "Sixty Days with a Salesbook: A Reviewer Sells at Christmas," 2/3:61; "Conference on Book Fairs Stresses the Practical," 5/11:20

Dover Books, Los Angeles, Calif.: new shop, 3/23:46

- Dover Publications, Inc.: enters original recording field with Nova series, 6/22:82
- Downtown Book Center, Miami, Fla.: new shop, 5/25:70
- Dual distribution: *see* Distribution, book
- Duffy, Joseph A.: "More Books but Faster, Faster, Please" (article on shipping), 1/20:119; "Toward Excellence in Bookselling" (on ABA convention), 2/3:91; "The Call of Books" (article on recruiting bookselling personnel), 3/30:46
- Dunham Publishing Co.: program taken over by Zondervan, 4/27:63
- Duschnes, Philip C.: to be U.S. distributor of facsimile edition of 1465 manuscript, 3/16:40
- Dutton, E. P., & Co., Inc.: launches new paperback series, Dutton/Vista Picturebacks, 3/30:44; launches new Dutton Junior Animal Book Award, 5/18:43
- East West Center Press, Univ. of Hawaii: announces sales representation in U.S., 1/20:108
- Editing, book: editors' work described at reviewers' workshop-seminar during Nat'l. Book Awards week, 3/23:26; editing of religious books discussed at workshop, 4/13:24
- Edition Bookbinders Assoc. of N.Y., Inc.: re-elects officers, 5/4:114
- Education: Jacques Barzun warns of declining liberal arts tradition, 1/6:43; exhibit plans for N.Y. World's Fair Hall of Education described, 1/6:54; proposed Senate amendment to tax bill seeks to grant credit for college expenses, 2/3:74; "Book Publishing's Role in Adult Education, Job Retraining", report of conference by Amer. Textbook Publishers Institute & U.S. Office of Education, 2/17:38, editorial, 2/17:57; conference on literacy programs and job skill training to be sponsored by Amer. Textbook Pubs. Inst. and Amer. Book Pubs. Council, 2/17:51; second conference held on functional illiterates, instructional materials needed, 5/4:32; editorial, 5/4:52, addendum, 5/18:19; U.S. Senate rejects bills offering help for taxpayers on college costs, 2/17:51; *Scholastic Teacher* reviews paperbacks in schools, 2/24:81; effect on education of federal, state & local economic developments studied at Textbook Publishers conference, 4/6:14; problems of education, state, city, suburb, 4/6:21, editorial, 4/6:34; nat'l. conference planned on education in "The Nuclear Scientific Era," 4/20:54; new uses of paperbacks as teaching aids developed by Mobilization for Youth, 5/11:14; "publishing and the education revolution" discussed at annual meeting of Amer. Textbook Pubs. Inst., 5/18:28; possibilities for textbook research institute explored, 5/18:31; educational media other than books published by textbook houses, 5/18:32; Nat'l. Council of Teachers of English publish report of survey of teacher-education in English, 6/1:20; opportunities for book publishing in adult retraining programs, 6/15:42; *see also* Textbooks
- Edwards Brothers, Inc., Ann Arbor, Mich.: moves N.Y. sales office, plans other regional offices, 1/20:108
- Eerdmans, Wm. B., Publishing Co.: new officers named, 1/13:56
- Eichenberg, Fritz: report on graphic arts show sent to USSR, 2/3:114
- El Escorial, N.Y.C.: operations described, 6/15:78
- Electronic data processing: *see* Computers
- Emerson Company: new bookstore in Philadelphia, Pa., 6/22:87
- Encyclopedias: reference guide to, published, 1/13:62
- Encyclopaedia Britannica: finalists for School Library Awards, 2/3:69; winners announced, 2/24:132; staff appointments, 6/22:74
- Encyclopaedia Britannica Press: president resigns, 2/3:75; 3 editors resign, future publishing program uncertain, 2/10:76; new president named, 2/24:138
- Esquire Books: celebrates 25th anniversary, operations described, 4/13:36
- Evergreen Review: seized by Nassau County on obscenity charge, 5/11:31; seized issue ordered released by Federal court, 6/22:67; Nassau County drops appeal, 6/29:48
- Exeter Bookstore, Exeter, N.H.: new buyers, 1/21:270
- Exhibits, book: *see* Book exhibits
- Export representation: Feffer & Simons for Bantam Books, 3/30:36; Gordon & Breach for Iliffe Books Ltd., London, 5/25:51; Henry M. Snyder for Simon and Schuster, 5/25:51
- Exports, book: *see* Foreign trade
- Fair practices: *see* Federal Trade Commission
- Fair trade: Quality Stabilization Bill approved by Senate commerce subcommittee, 3/30:32; Ohio's fair trade statute upheld by U.S. Supreme Court, 6/15:58, editorial, 6/15:61; Quality Stabilization Bill tabled by Senate Commerce Committee, 6/22:66; non-signer clause in fair trade laws found invalid in Pa., valid in Calif., 6/29:23
- Fall Books: "September Books: Some Top Campaigns," 6/8:58; "Previews: Fall—Christmas, 1964," 6/8:78
- "Fanny Hill": *see* Censorship
- Farrar, Straus & Co., Inc.: charged by Federal Trade Commission with false advertising of Gayelord Hauser book, 3/9:42; Noonday Books to launch new series, Materials of American History, 4/27:60
- Federal Trade Commission: respondents in case against "Calories Don't Count" deny charges, 1/13:52; charges Crown Publishers with deceptive pricing, charge denied, 1/20:104; enjoins Reader's Digest Assoc. from making deceptive savings and "free" claims, 1/27:239; Prentice-Hall consents to order to cease allegedly unfair practices, 2/3:70; charges Farrar, Straus with false advertising of Gayelord Hauser book, 3/9:42; consent order, signed in false advertising claim against Wm. H. Wise, 3/9:42; Belmont Productions charged with misrepresentation on reprints, charges denied, 3/23:34; charges Rodale Press and Rodale Books with false ad claims, 5/18:40; initial decision orders Ace Books and Ace News Co. to stop discriminatory promotional allowances, 5/18:40
- Feltrinelli, Giangiacomo: "Italian Publisher-Bookseller Pioneers to New Book Markets" by Peter J. Rosenwald, 2/3:56
- Field Enterprises Educational Corp.: World Book editorial staff promotions, 1/27:246; terms of settlement of suit against Childrens Press clarified, 2/3:71
- Fields' Book Store of Severance, Cleveland Heights, Ohio: description, 3/9:55
- Fifty Books of the Year: *see* American Institute of Graphic Arts
- Fir Publishing Co.: moves, 6/22:72
- Fireside Bookshop: new store in Medford, Ore., 5/18:57
- Fleming, Ian: solves tax problem, 3/30:17
- Follett Publishing Co.: names new sales representatives, 5/25:56
- Foreign Affairs: to be distributed to book trade by Walker & Co., 5/18:41
- Foreign trade: book import statistics, 1962 & 1963, 1/20:62; development during 1963, 1/20:87; President's "E" award for exports development goes to Addison-Wesley Pub. Co., 1/27:240; correction 2/10:81; U.S. Dept. of Commerce survey reviews book export & import figures, forecasts future trends, 2/3:66, 67, editorial, 2/3:74; Book Manufacturers' Institute and printers' groups testify against reduction of book tariffs at Tariff Commission hearing, 2/3:132; "Trade Barriers: Publishers Ask Tariff Reduction, Manufacturers Seek Retention" (article), 3/2:27; paper exports trends & statistics, 3/2:81; book export business discussed, protectionist policies criticized in talk by Edward E. Booher, 3/9:35; meeting planned on U.S. overseas book programs, 3/16:29; conference reported, 4/6:27; Dept. of Commerce explains rules for exporting technical data, 5/11:14; "Book Bank" plan suggested to aid foreign distribution of U.S. books,

- 5/18:35; "buying around" hinders development of national book trades (article by R. A. Browne), 6/1:24; Canadian Booksellers Assoc. opposes import duty on U.S. books, 6/1:29; U.S. Commerce Dept.'s "E" award for foreign trade goes to Wiley, 6/1:35; trends in international trade discussed at Amer. Bk. Pubrs. Council annual meeting, 6/15:39; U.S. overseas book programs surveyed at ABA convention, 6/22:43; U.S.-Rumanian agreement to expand cultural, educational & scientific exchanges, 6/29:52; see also International co-operative publishing; U.S. Dept. of State, Agency for International Development; U.S. Information Agency
- Fortress Press: launches new paperback series, Preceptor Editions, 2/10:89; to launch Preacher's Paperback Library, 6/22:85
- Foundations, philanthropic: expanding activities of, statistics on, 1/20:109
- France: renovation of Larousse printing plant described, 1/6:95; *Bibliographie de la France* publishes annual listing of publishers, booksellers, printers, authors, illustrators, lists series, 6/8:51
- Frank, Charles, Publications, Inc.: moves, 1/27:244
- Franklin Book Programs, Inc.: new name of Franklin Publications, 3/2:34
- Frederick & Nelson, Seattle, Wash.: to expand Bellevue store, 1/27:270
- Free Press of Glencoe, Inc.: to launch new series, Free Press Paperbacks, 6/15:75
- Freedom of the Press: Supreme Court decision limits libel suits against criticism of public officials, 3/16:33; see also Censorship; Legal decisions affecting the book trade
- Freeman, W. H., Co.: to merge with Scientific American, Inc., 4/20:52
- Frommer-Pasmanier Publishing Co.: to launch first 6 titles in First Name Book Juvenile series, 6/8:116
- Frontier Distributing Co., Skokie, Ill.: moves, 3/23:47
- Frost, Robert: personal library given to N.Y. University Library, 1/20:105; "Best-Printed" U.S. Author, and His Printer, Spiral Press" by Paul A. Bennett, 3/2:82; bibliography of Library of Congress materials about, and speech by Louis Untermeyer about, published, 5/18:16; 3 volumes of prose by, to be published, 5/18:48
- Funk & Wagnalls Co., Inc.: appoints permanent editorial board for dictionaries, 2/3:71, elects new officers, 5/4:53
- Gagliardo, Ruth Garver: honored by library scholarship established by Kansas Assoc. of School Librarians, 2/24:133
- Galbraith, John Kenneth: "A Book Project in India," speech at ABA convention, reported, 6/22:45
- Gallery and Bookshop, Phoenix, Ariz.: new shop, 5/25:70
- Gallery 303: holds exhibit of "Contemporary Fine Presses in America," 5/4:114
- Geis, Bernard, Associates: expands publishing program, 3/30:43
- Gift Fair: new bookstore in Spanish Fork, Utah, 1/13:64
- Ginn and Co.: elects new directors, 3/30:39
- Stock notes: 2/3:68, 3/2:36, 4/6:30, 5/4:47, 6/1:38
- Goldblatt Bros., Chicago: resumes discount price policy, 1/6:44
- Golden Press, Inc.: launches *Golden Magazine for Boys and Girls*, new monthly, 1/27:189, 2/24:83
- Gordon & Breach Science Publishers, Inc.: awarded NATO publishing contract, 6/29:51
- Gordon's Satyr Book Shop, Hollywood, Calif.: name changed to Satyr Book Shop, Inc., 6/1:61
- Graphic arts exhibits: third Young Designers' Show announced, 1/6:110; report on graphic arts show sent to USSR, by Fritz Eichenberg, 2/3:114; first U.S. exhibit of French bookbinding, 2/3:126; Gallev 10, Awards Exhibit of N.Y. Type Directors Club, 2/17:53; AIGA 23rd Annual Textbook Show, summary of credits, 3/2:96; paperback cover art exhibited, 3/30:35; Fifty Books of the Year, 4/6:61; 5/4:77, 78, books listed, 5/4:87; New England Book Show, 1963, 4/6:72; Midwestern Books Competition, 4/6:77; Southern Books Competition, 4/6:78; Chicago Book Clinic's Chicago-Midwestern bookmaking show, 4/6:92; Western Books exhibition, 5/4:96; Univ. of Chicago Press exhibit presents books as art form, 5/4:110; West-print 64, printing equipment show, planned, 5/4:111; Paperbacks U.S.A. exhibition announced by AIGA, 5/4:112; "Contemporary Fine Presses in America," exhibit by Gallery 303, 5/4:114; Typomundus 20 deadlines extended, 5/4:114; Philadelphia Book Show, 6/1:89
- Graphic Arts Book Industry, Research and Engineering Council: conference plans, 4/6:95
- Graphic Arts Technical Foundation: progress report on research projects, 4/6:84; annual meeting marks progress in research and educational programs, new headquarters planned, 6/1:80
- Graphis Press, Zurich, Switzerland: partners divide operations, 4/6:96
- Grass, Gunter: press conference by, 6/1:19
- Grau, Shirley Ann: interview with, 3/30:41
- Great Britain: New Year Honours List includes authors & publishers, 1/13:33, correction, 1/20:57; 1963 title statistics, summary & analysis, 1/20:105; Bumpus bookstore sold, 1/27:238; presents Anchorage, Alaska, with high school reference books after quake, 5/4:30; Jolley and Brash Ltd., book distributor, opens Japanese branch, 6/8:102
- Greetings & Readings, Inc.: new shop in N.Y.C. to carry paperbacks, 6/22:87
- Grolier, Inc.: establishes Grolier National Library Week Award, 3/2:39; Americana Corp. names new officers, 4/13:38; to buy three reference divisions from British firm, 4/6:32; Grolier Society elects officers, 5/18:45
- Stock notes: 3/2:36, 6/1:38
- Grosset & Dunlap, Inc.: acquires 100% ownership of 3 subsidiaries, 2/24:133; dealer aids keyed to spring merchandising program offered, 3/16:27; appointed distributor for official books on White House and Capitol, 5/4:50
- Stock notes: 1/6:59; 4/6:30, 5/4:47, 6/1:38
- Grossman Publishers: wins Carey-Thomas honorable mention, 4/27:57
- Grove Press, Inc.: public controversy stirred by "The Deputy," 3/16:17; sues Nassau County over seizure of *Evergreen Review* on obscenity charge, 5/11:31; seized issue ordered released by Federal court, 6/22:67; Nassau County drops appeal, Grove drops suit, 6/29:48; see also Censorship, entries on "Tropic of Cancer"
- Guild Press: plans new series, Little Angel series, 2/24:151
- Gulf Publishing Co.: opens Permanent Oil Industry Book Display in Houston, Tex., 4/20:53
- Hackett, Alice Payne: "Best Sellers of 1963 as Sold to the U.S. Trade," 1/20:78
- Halliday Lithograph Corp.: plans expanded summer schedule, 2/3:134
- Stock notes: 4/6:30
- Hammond, C. S., & Co., Inc.: in production & sales agreement with Year, Inc., 6/15:59
- Harcourt, Brace & World, Inc.: buys Institute for University Studies, Inc., 5/4:45
- Stock notes: 3/2:36, 5/4:47
- Harlem Book Co.: "Great Drawings" series successful as bookstore sideline, 3/16:51
- Harper & Row, Inc.: publisher of Newbery, Caldecott medal winners, 3/9:30; to publish Sorensen book on John F. Kennedy, 3/9:48; to publish Young Readers Memorial Edition on "Profiles in Courage," 3/9:49; wins Carey-Thomas honorable mention, 4/27:57; wins ABA Publisher-of-the-Year award, 6/15:57; launches new paperback series, Perennial Library, 6/22:70
- Stock notes: 1/6:59; 4/6:30

- Harris, Leonard, Associates: new editorial packaging firm, 6/15:59
- Harris-Intertype Corp.: develops computer especially for type composition, 4/6:62; announces new electronic photo-setting system (article), 5/4:93; buys T. W. & C. B. Sheridan Co., 5/18:39
- Hartman's Books, Inc., Seattle, Wash.: amended plan accepted by creditors, 1/13:65
- Hartmore House: new imprint of Prayer Book Press, Inc., 2/10:79
- Harvard University Press: joint imprint with M.I.T. discontinued, 6/1:43
- Hawthorn Books, Inc.: to add titles to New Library of Catholic Knowledge series, 2/10:93; to add titles to Twentieth Century Encyclopaedia of Catholicism series, 2/10:94; international sales dept., London, moves, 5/11:35
- Hayden Book Companies:
Stock notes: 1/6:59
- Heath, D. C., & Co.:
Stock notes: 3/2:37, 5/4:47, 6/1:38
- Hess Bros., Allentown, Pa.: tries savings club similar to banks' Christmas clubs, 1/13:64
- Holman, A. J., Co.: to publish "Young Readers' Bible," 2/10:94
- Holt, Rinehart & Winston, Inc.: appointments to college dept. field staff, 3/23:38
Stock notes: 1/6:59, 4/6:30, 6/1:38
- Holy Cross Press: new firm to publish Catholic children's books, 3/30:35
- Home Evangel Books, Ltd., Toronto: celebrate 30th anniversary, 2/10:79
- Home Library Press: sells Finding-Out Books line to Parents' Magazine Press, 3/2:37
- Houghton Mifflin Co.: elects new vice-presidents, 3/30:39
- Houston Paperback Distributors: new wholesaler to serve Gulf South & Southwest, 3/2:39; envisions better day for wholesalers (letter), 6/15:27
- Huntington, Trumbull: "Store Windows and In-Store Display," 1/6:76; "Censorship: A Bookseller's View," 3/2:57
- Hurtig, M. G., Booksellers Ltd., Edmonton, Alta., Canada: one-day half-price sales policy described (article), 4/13:50
- Idea Shop, Follett, Tex.: new gift & housewares shop to carry books, 6/1:61
- Illiteracy: see Education
- Imports, book: see Foreign trade
- India: book project in, explained by John Kenneth Galbraith at ABA convention, 6/22:45
- Indiana University Press: to be Western Hemisphere publisher for World Academy of Art and Science, 1/6:61
- Informational Media Guaranty program: Congress appropriates funds for, 1/6:57; plans for current fiscal year, 1/20:104; substitute for IMG introduced as Senate bill, 3/30:32
- Innovation Press: new publisher to emphasize premium-slanted books, 3/30:34
- International Center for the Typographic Arts (ITCA): plans world exhibition of 20th century typography, other activities described, 1/6:91; extends deadline for Typomundus 20, 5/4:114
- International co-operative publishing: problems of, discussed at Amer. Bk. Pubrs. Council annual meeting, 6/15:37; see also Foreign trade
- International Publishers Assoc.: names new general secretary, 4/13:33
- International Service Co., Brooklyn, N.Y.: new purchasing agent for overseas book firms, 4/13:37
- International Textbook Co.: starts agency plan for booksellers, 1/6:60; clarifies name and sales representation (letter), 5/18:19
Stock notes: 4/6:30, 5/4:47
- International White House Library Project: report on, at ABA annual meeting, 6/15:56
- Invasion of privacy: Messner sued by Warren Spahn for "fictionalized" biography, 2/3:70; Spahn wins damages, distribution of book enjoined, 6/8:100, correction, 6/29:25; see also Legal cases affecting the book trade
- Irwin, Richard D., Inc.: building new warehouse, 6/1:43
Stock notes: 2/3:69, 3/2:37, 6/1:39
- Italy: "Giangiacomo Feltrinelli" (article) by Peter J. Rosenwald, 2/3:56
- Jamison, David: "Vroman's Stock Control System Is Unwieldy But It Is Effective," 5/4:64
- Japan: branch for distributing books of foreign publishers established by Jolley & Brash Ltd., London, 6/8:102
- Jean's Bible Book Shop: new shop in Plymouth, Pa., 6/22:87
- Jenney, Warren, "Permanence and Durability: Different Qualities and Needs" (article), 2/3:121
- Jennison, Peter S.: "Censorship: Strategy for Defense," 3/2:58
- Jersey City Printing Company: sold to McCull Corp., 4/20:51
- John Knox Press: to launch new series, Chime Paperbacks, 6/15:75
- Johns Hopkins Press: to publish Eisenhower papers, 1/6:57
- Johnson, Duane, Gettysburg, Pa.: acquires Chills & Thrills Mysteries by Mail, 6/1:60
- Johnson, Martha, and Doris Thompson: "Don't Sell Books" (article), 3/16:45
- Johnson, Mrs. Lyndon B.: has no "official" or "authorized" biography, 2/3:65
- Johnson Reprint Corp.: launches Sources of Science series of facsimile reprints, 6/22:82
- Junger, Mort, Advertising: moves, 2/17:55
- Keeler's, The University Bookstore, State College, Pa.: wins first prize in NACS merchandising contest, promotion described, 5/25:68
- Keene, Robert, Bookshop, Southampton, N.Y.: name changed to Southampton Book Co., 6/1:61
- Kenedy, P. J., & Sons: to publish series based on Georgetown Univ. symposia, 6/1:42
- Kennedy, John F.: last book announced, 1/6:64; new Stanford library in Tours, France, named as memorial, 1/13:34; miniature edition of inaugural address, published by Achille St. Onge, in heavy demand, 2/3:54; essay on history by, published by American Heritage, 2/17:36; Sorenson book on Kennedy to be published by Harper & Row, 3/9:48; sales records on two books about Kennedy, 3/9:49; Young Readers Memorial Edition of "Profiles in Courage" to be published by Harper & Row, 3/9:49; library of Calif. State College in Los Angeles dedicated to late president, 3/30:18; Kennedy family chooses author for story of assassination, 4/6:27; Kennedy Library touring exhibit, British Memorial Fund described, 5/18:16; Schlesinger book on Kennedy administration to be published by Houghton Mifflin, 6/1:49
- Kennedy, John F., Memorial Libraries: drive underway for books for project, 1/6:57; procedures for donations, 1/20:107; to be established by Peace Corps in 4 countries, 4/20:55
- Kepler's Books & Magazines, Menlo Park, Calif.: opens 3rd paperback shop in Los Altos, 6/1:57
- Kingsport Press: Nat'l. Labor Relations Board authorizes union election, 3/23:31; strike continues, 6/1:37
Stock notes: 3/2:37, 6/1:39
- Klein, Howard S.: "Too Much, Too Soon, A Study in Timing" (article), 6/8:124
- Knopf, Alfred A., Inc.: Random House-Knopf college dept. adds to staff, 1/6:65; to publish Shelley's "The Esdaile Notebook," 3/9:51; publisher of National Book Award fiction winner, 3/16:28; publisher of National Book Awards fiction & poetry winners, 3/16:28
- Kropotkin, Igor: states prospectus for "The ABA Section," new fortnightly department in PW, 1/6:75; "Looking Backward," review of long-standing bookselling problems, 2/17:76; "Canadian Booksellers Meeting" (report on), 6/1:28
- Kupcinet, Irv: describes requirements for author appearances on "Kup's Show," 5/11:13
- Kuwait: English-speaking community establishing secondary school, 5/25:51

- Labor relations: double-time overtime bill stirs objections in printing industry, 4/6:61; union's arbitration demand upheld by Supreme Court in merger of Wiley & Interscience, 4/13:31; *see also* Kingsport Press; Vail-Ballou Press
- Laidlaw Brothers, River Forest, Ill.: bought by Doubleday, 2/10:76
- Lane Book Co.: distributes for regional publishers, 2/10:80
- Lantern Book Shop: new store in Pompano Beach, Fla., 2/3:96
- Lantz, Robert, Ltd., N.Y.C.: moves, 5/18:43
- Larousse, Montrouge, France: renovation and modernization of printing plant described, 1/6:95
- Larrick, Nancy: "A Parent's Guide to Children's Reading," book by, issued in revised edition (article), 2/24:86; recording by, offered to radio stations for National Library Week, 3/2:25
- Lauriat's Books: South Shore store in Braintree, Mass., described, 3 Lauriat stores compared, 6/8:130
- Lawson's Department Store, Toledo, Ohio: moves book dept., 3/30:50
- Le Carré, John: press conference by, 5/4:29
- Legal decisions affecting the book trade (monthly article by Harriet F. Pilpel): on invasion of privacy, 2/3:63; 6/29:46; on censorship through sale-to-minor statute, 3/2:33; on freedom of press, 3/2:33; on libel, 3/2:32; 5/11:25; on statute of limitations, 3/2:32; on copyright, 4/6:25; 6/1:33; on suing authors or publishers where they are not, 6/1:32
- Legislation affecting the book trade: first 1964 report on, 3/23:36; substitute for Informational Media Guaranty program introduced in Senate, 3/30:32; doubletime overtime bill stirs objections in printing industry, 4/6:61; recent legislation & its effect on book publishing reviewed at Amer. Bk. Pubrs. annual meeting, 6/15:41; *see also* Copyright; Fair trade
- Leitner, Dr. Nathan B.: "Pre-Printed Covers: How to Reduce Casing-In Problems," 4/6:80
- Leonard, Eliot: "Order Out of Chaos? Paperbacks and the '26 Categories'" (article), 3/16:43
- Letterset printing: "Some Basic Data" (article), 1/6:98; added by National Publishing Co., 1/6:106
- Levy, Charles, Circulating Co.: gives up jobbing higher-priced paperbacks, 5/11:15
- Lewis, Robert, Literary Agency: new firm, 6/22:72
- Libel: judgment against Curtis Pub. Co. in Butts case reduced on appeal, 1/27:239; Butts files cross appeal to recover full damages, 2/10:77; *see also* Freedom of the press; Legal decisions affecting the book trade
- Librairie Lipton, N.Y.C.: operations described, 6/15:78
- Libraries: Yale report on selective book retirement published, 1/13:34; "Should Retailers Sell to Libraries?" by Franklin Watts, 1/20:120; Drexel Institute and Philadelphia Council of Churches to co-sponsor Church Library Conference, 1/27:242; bill passed expanding Library Services Act, 2/3:65; President signs expanded library aid bill, 2/24:131; Ruth Garver Gagliardo School Library Scholarship established, 2/24:133; 16 buildings to receive architectural awards in Library Buildings Awards Program, 4/20:50; Science Library Program of Amer. Assoc. for Advancement of Science reviewed, 4/20:62; advisory committee appointed to administer Library Services & Construction Act of 1964, 5/25:48; study to establish standard for tape-punching for bibliographic uses, 6/1:85; "Booksellers Can Sell to Libraries" by Fred H. Potter, 6/8:123; libraries ask for free right to photocopy at copyright session of Amer. Bk. Pubrs. Council annual meeting, 6/15:36; effect on libraries of recent legislation reviewed at Amer. Bk. Pubrs. Council annual meeting, 6/15:42; librarians advised on meeting censorship threats by "Intellectual Freedom Kit," 6/15:59; *see also* Library bindings; National Library Week
- Library bindings: progress & problems of publishers' library editions reviewed, 2/3:108; comment by librarian on library editions (letter), 2/24:85; bookstores' basic stock of juveniles curtailed by library edition policy, 2/24:152; bookseller objects to library bindings, 3/2:63
- Library Journal: special issues, 1/13:35
- Library of Congress: project under way to microfilm all Congressional bills & resolutions, 1/6:44; names consultants in American cultural history, 1/13:46; changes name of *Quarterly Journal of Current Acquisitions* to *Quarterly Journal of the Library of Congress*, 3/23:20; issues list of references to books & articles about presidents of U.S., 3/30:17; bibliography of holdings of materials on Robert Frost published, 5/18:16
- Library Public Relations Council: to co-sponsor a 1964 new books preview for librarians, 5/25:46, 6/15:58
- "Libros en Venta": guide to Spanish books issued, 4/20:50
- Lido Books, Newport Beach, Calif.: formerly The Bookcase, 3/2:64
- Licht, Goddard: "The Community Role of the Bookseller," 5/11:47
- Literacy: *see* Education
- Literary agents: John B. Bennett opens new agency, 1/27:243; Adams & Ray, new agency, 4/27:62
- James F. Seligmann moves, 5/25:51; Ethel Paige Associates moves, 5/25:51; Robert Lewis Literary Agency, N.Y.C., new firm, 6/22:72
- Lithographic Trade Platemaking Industry: new national organization under Printing Industries of America, Inc., 1/6:109
- Little, Brown & Co.: moves warehousing and shipping facilities, 1/6:62; with Corning Glass Works, establishes Corning Science Prize, 3/16:31; launches new paperback college textbook series in Comparative Politics, 3/23:33; to publish new series, Encounter Books, with British publisher, 5/4:45; experiments with computer composition in production of novel, 6/1:36, 6/1:69
- Liturgical Book Store: new shop in Oklahoma City, 5/18:57
- Lo, I-Cheng: "Copyright: A Chinese View," 3/30:22
- Lono Book Store, Honolulu, Hawaii: new shop, 3/23:47
- Lowry, Elizabeth Cannon: "Getting the Right Book to the Right Child at the Right Time," 2/3:91
- Lutheran Church in America: publishing long-range religious education program, 3/23:32
- Lutheran Church Supply Stores: new shop opened in Minneapolis, Minn., 2/10:96; store in Rio Piedras, Puerto Rico, moves to larger quarters, 2/10:98
- Macfadden-Bartell Corp.: named official publisher for Hall of Education at N.Y. World's Fair, 2/24:134; buys 2 trade publications, 6/8:51
- Stock notes: 1/6:59, 4/6:31, 6/1:39
- Macmillan Co.: announces new series, Wars of the United States, 2/24:144
- Macy, R. H., & Co.: drops comparative prices in book advertising, 6/1:20
- Magazines: U.S. Dept. of Commerce survey reviews receipts from periodical publishing, forecasts future trends, 2/3:67; *see also* Book review media, magazines & newspapers
- Magic Fishbone, Carmel-by-the-Sea, Calif.: new bookstore, 6/1:61
- Mahogany Hall: new bookstore in Cincinnati, Ohio, 4/6:47
- Maple Street Book Shop: new store in New Orleans, La., 5/18:57
- Marboro Books: new store in Cincinnati, Ohio, 5/18:57
- Market statistics: religious book market analysis, 2/10:46; the educationally disadvantaged as potential market for textbook publishers, 2/17:43; book market trends predicted for next 25 years by Edward E. Booher (article), 3/9:33; survey of book buying habits by *Book Week* reported (article), 5/11:16

- Marrud, Inc.: analysis of discount drug chain includes statistics on book sales & profits, 3/9:55
- Maxwell Co.: new direct mail bookselling business in Pawtucket, R.I., 1/20:128
- McCall Corporation: negotiating to buy Plimpton Press and Jersey City Printing Co., 3/2:100
- McCarthy, Mary: "The Group" discussed, 1/13:34; reactions to "The Group", 4/20:26
- McClurg, A. C., & Co.: acquires Carl J. Leibel, Inc., prebinder, 1/13:52
- McGraw-Hill, Inc.:
 Stock notes: 3/2:37, 4/6:31, 5/4:47, 6/1:39
- McKay, David, Co., Inc.: launches new paperback line, Tartan Books, 1/6:59; to distribute trade titles of Ivan Obolensky, Inc., 1/20:108; moves, 1/27:244
- Melcher, Frederic G.: articles about, published in *Top of the News*, 4/6:13
- Melcher, Frederic G.: Book Award: first medal to be awarded, 1/20:107
- Melcher, Frederic G.: Scholarship Fund: see American Library Association
- Mercedes Book Distributors Corp.: moves, 4/20:60
- Meredith Press: with Univ. of Iowa, establishes writer's awards, 2/3:72; ends negotiations for book by Mrs. Oswald, 3/23:32; appointed distributor to book trade of Official Souvenir Book of N.Y. World's Fair, 3/23:40; tests new promotional publication, "The Browser's Preview," 5/11:42
- Meredith Publishing Co.:
 Stock notes: 3/2:37, 4/6:31, 5/4:47, 6/1:39
 See also Appleton-Century; Appleton-Century-Crofts
- Merenthaler Linotype Co.: produces 3-shift chemical formula typewriter, 1/6:100; awarded government contract for 2 ultra-fast phototypesetters, 5/4:92
- Merit Book House, Wheeling, Ill.: moves to Skokie, Ill., 3/23:47
- Merrick Paperbacks, Inc.: new shop in Merrick, N.Y., 3/30:52
- Mesilla Design Center Book Store. Mesilla, N.M.: article about, by Rye Potter, 1/13:41
- Messner, Julian, Inc.: sued by Warren Spahn for "fictionalized" biography, 2/3:70; Spahn wins damages, distribution of book enjoined, 6/8:100, correction, 6/29:25
- Mexico: Novaro Organization reorganizes, broadens ownership, 6/1:44
- Meyer, Lewis: "It Was the Year of the Great Don't-care" 1/6:80
- Microfilm: Library of Congress project is microfilming all Congressional bills & resolutions, 1/6:44
- Midwest Book Center, Chicago, Ill.: closed, 2/3:96
- Midwestern Books Competition: article, books listed, 4/6:77
- Miehle-Goss-Dexter, Inc.: renames two divisions, 4/6:95
- Milford Book Shop, Milford, Conn.: returns to former location, 6/1:56
- Minnesota Mining & Manufacturing Co.: new laboratory and pilot plant to include research in granitic systems, 5/4:109
- Miss Poole, Inc., Montreal: new officers, 1/13:65
- Mistleton John, Book Shop, Albany, N.Y.: sold, 6/29:69
- M.I.T. Press: to launch new paperback line M.I.T. Paperbacks, 1/6:59; joint imprint with Harvard Univ. Press discontinued, 6/1:43
- Montreal Book Room Ltd., Montreal: new president & managing director, 1/13:65
- Moore Stationery Co., Topeka, Kans.: incorporates, changes name to Moore's Sales, Inc., 1/13:65
- Morrow, William, & Co., Inc.: production personnel changes, 2/3:77
- Mostly Paperbacks: new shop in Patchogue, N.Y., 3/30:52
- Moulton & Sons: new bookstore in San Francisco, 6/22:87
- Museum of Modern Art: to put new stress on photography in exhibits, publishing, 4/6:96
- Music Reporter*: bought by Pyramid Publications, to move to N.Y.C., 2/3:70
- Mystery Writers of America, Inc.: elects officers, 3/2:39; moves, 3/23:34; nominees for 1963 Edgar Awards, 4/13:37; winners, 5/4:51, 5/18:18
- NACSCORP: opposed at Nat'l. Assoc. of College Stores annual meeting by associate members, 5/11:26; wisdom of NACSCORP questioned (editorial), 5/25:53; NACSCORP defended (letter by John P. Dessauer), 6/15:27; further comment on paperback wholesaling (editorial), 6/15:61
- Nathan, Paul: "Rights and Permissions," weekly department
- National Association of College Stores: outlook and goals, 1/6:47; highlights of 1963 activities, 1/20:93; plans convention, 2/17:53; annual meeting, workshops reported, 5/25:30; NACS merchandising contest winners announced, winning promotions described, 5/25:68; releases to members list of paperback titles recommended for stock, 6/22:66; see also NACSCORP
- National Book Awards: leading contenders for awards announced, 2/3:66; program for Awards week, 2/3:69; radio service offers free interviews with award winners, 2/17:53; winners announced, 3/16:28; comments on press conference, 3/23:17; awards ceremony, speeches, citations, 3/23:21; Women's Nat'l. Book Assoc. dinner meeting, 3/23:25; reviewers' workshop-seminar, 3/23:26; see also National Medal for Literature
- National Library Week: plans for, 1/13:45; Minnesota library to receive main Book-of-the-Month Club award, 2/3:68; 10 school systems are finalists for Encyclopaedia Britannica School Library Awards 2/3:69; winners announced, 2/24:132; Nancy Lerrick recording offered to radio stations, 3/2:25; Grolier, Inc. establishes Grolier National Library Week Award, 3/2:39; promotions for NLW described, 4/6:12; N.Y. Police Athletic League's book essay contest, 4/27:31; see also Nat'l. Medal for Literature
- National Medal for Literature: to be given by Nat'l. Book Committee during Nat'l. Library Week to honor an author's lifetime output, 3/16:28
- National Observer: to publish first book, 3/2:37
- National Publishing Co.: new web press has letter-set process, 1/6:106
- Natural History Press: to launch new paperback series in astronomy, 6/1:42
- Naturegraph Books, Healdsburg, Calif.: new bookstore, 6/1:61
- New American Library: to coordinate sales & editorial efforts in hardcover trade books with World Pub Co., 6/8:100
- New Canaan Book Shop: "Progress Report, 1958-1964" by Elizabeth Young, 4/27:87
- New England Book Show, 1963: article, books listed, 4/6:72
- New York & Pennsylvania Co.: moves sales headquarters from Philadelphia to Lock Haven, Pa., 6/1:91
- N. Y. Graphic Society: to distribute books of Metropolitan Museum of Art, N.Y.C., 6/29:61
- New York Public Library: exhibits books from Arents Collection of Books in Paris, 4/6:12; exhibits rare books & mss., 5/25:28
- N.Y. Times: discontinues Western edition, 1/27:189; see also Book review media
- N.Y. Type Directors Club: plans 10th Annual Awards Exhibit, 2/17:53
- New York University: library receives gift of Robert Frost's personal library, 1/20:105; publishing course holds session on "Going Public", 5/4:48
- New York World's Fair: exhibits involving books described, 1/6:50; official guide and souvenir books to be published by Time, Inc., 1/6:55; official cookbook announced, 1/6:69; books about New York scheduled for Fair season, 2/17:73; MacFadden-Bartell Corp. named official publisher for Hall of Education, 2/24:134; Meredith Press to distribute Official Souvenir Book to book trade, 3/23:40;

- combined book & art exhibit planned, 4/27:31;
World's Fair bookmark available to bookstores, 5/11:42
- New Yorker:** to devote two issues to Nabokov novel, 2/3:53
- Newberry Library, Chicago: acquires Louis H. Silver collection for record sum, 5/25:47; displays historical exhibit of rare printing, 6/1:42
- Newbery-Caldecott Awards: blind order forms for winners available, 2/10:79; presented to Emily Cheney Neville, Maurice Sendak, 3/9:30
- Newspapers: see Book review media, magazines & newspapers
- Nexus, San Diego, Calif.: new shop, branch of Nexus, La Jolla, 3/23:46
- Norton, W. W., & Co.: elects board members, 6/29:54
- Oak Publications, Inc., N.Y.C.: moves, 1/27:244
- Obolensky, Ivan, Inc.: trade titles to be distributed by David McKay Co., 1/20:108; sued to stop publication of Gen. Patton biography, 6/15:58
- Obscenity, charges of: see Censorship; Legal decisions affecting the book trade
- Oceana Publications, Inc.: offer monthly display service for seasonal promotions to bookstores & libraries, 5/4:63
- Oddo Publishing: new textbook publisher, 3/2:38
- Odyssey Book Shop, South Hadley, Mass.: operations described, article by Doris S. Patee, 5/25:71
- Odyssey Press: runs into subsidiary rights problem, 4/27:85
- Olefree's Bookshop, Lubbock, Tex.: closed, 5/25:70
- Ohio Book Service, Cleveland, O.: changes name to Publishers Paperback Center, Inc., 5/11:35
- Old Post Bookstore, Vincennes, Indiana: wins second prize in NACS merchandising contest, promotion described, 5/25:69
- Olin Mathieson Chemical Corp.: adds giant machine to produce lightweight papers, 1/6:104
- Open Book, N.Y.C.: paperback bookstore chain adds new shop, 1/27:269
- Opinion Magazine Group: joint advertising sales organization for three religious magazines 2/10:47
- Order fulfillment: publishers cite improvements in, 5/25:42
- Osburn's Books, Maps, Art, Houston, Tex.: sold, name changed to Bookland, 6/22:87, 6/29:69
- Outsider, The: new paperback bookstore in Lawrenceville, Va., 1/20:128
- Oxford University Press: Christmas keepsakes, designed by John Begg (article on, by Paul A. Bennett), 1/6:92; launches new series, Library of Protestant Thought, 2/10:78
- Papes & Prints—Cincinnati's Paperback Center: new shop in Cincinnati, O., 2/3:96
- Paige, Ethel, Associates: moves, 5/25:51
- Pakistan: Mirza Book Agency, Lahore, described (article), 4/20:77
- Paper: "Permanence and Durability: Different Qualities and Needs" by Warren Jenney, 2/3:121; Cover & Text Paper Manufacturers launch cooperative promotion program, 2/3:134; production, sales & profit statistics for 1963, and paper export trends, 3/2:81; new, combined pulp, paper and paper-board trade organization formed, 5/4:113
- Paperback books: booksellers report 1963 experiences with paperbacks, 1/20:53; publishers comment on paperback prospects & problems, 1/20:54; durability of different paperback editions tested, 1/20:55; authors' royalties on paperbacks discussed, 1/20:55; 1963 title statistics, summary & analysis, 1/20:60; 1963 paperback best sellers in the bookstores, 1/20:70; "Paperbound Book Guide for Colleges" published, "Guide for High Schools" planned, 1/20:118; "1963 Paperback Best Sellers in the Bookstores" (article), 1/20:70; business trends & best sellers in all distribution outlets analyzed by individual publishers, 1/20:71; correction, 2/3:89; 1963 religious paperback output, 2/10:45; Image Books (Doubleday), 10-year history reviewed, 2/10:67; mingling paperbacks and hard-
- bounds in subject groups recommended (letter), 2/17:37; wholesalers survey inventories problem, 2/24:81; *Scholastic Teacher* reviews paperbacks in schools, 2/24:81; bookstore classification of paperbacks by subject (article), 3/16:43; "Juvenile Paperbacks or The Curious Case of 'Curious George'" by Lavinia Russ, 3/16:44; "Paperback Flood: Will Retailer Resistance Force a Slow-down?" (article), 4/13:29; Anderson's Book Shop, Larchmont, describes experience with new paperback dept., 4/27:86; Paperbacks U.S.A., design exhibition, announced by Amer. Inst. of Graphic Art, 5/4:112; new uses of paperbacks as teaching aids developed by Mobilization for Youth, 5/11:14; religious paperbacks discussed by Religious Publishers Group, 6/15:50; problems & challenge of paperback distribution discussed by Amer. Bk. Pubrs. Council, 6/22:54; Nat'l. Assoc. of College Stores releases to members list of paperback titles for stock, 6/22:66; selling paperbacks to children & young people discussed at ABA convention, 6/29:42
- New lines: Award Military Library (Universal Pub. & Distributing Corp.), 2/24:146; Chime Paperbacks (John Knox Press), 6/15:75; Dutton/Vista Picturebacks, 3/30:44; Free Press Paperbacks (Free Press of Glencoe), 6/15:75; Harlin Quist Books (Dell), 2/24:133; Little Angel series (Guild Press), 2/24:151; M.I.T. Paperbacks (M.I.T. Press), 1/6:59; New Century Classics (Appleton-Century), 6/29:62; Perennial Library (Harper & Row), 6/22:70; Preacher's Paperback Library (Fortress Press), 6/22:85; Preceptor Editions (Fortress Press), 2/10:89; Rand McNally Globe Library, 6/22:70; Seabury Paperbacks (Seabury Press), 6/8:116; Tartan Books (David McKay), 1/6:59; Willow Books (Pymmid), 4/27:60; Witness Books (George A. Pfbaum), 2/10:89
- See also NACSCORP; Wholesalers, book
- Paperback Booksmith, Boston, Mass.: 7th store opened, operations described, 5/4:62
- Panerback Den: new bookstore in Moorestown, N.J., 6/22:87
- Panerback Gallery of Storrs, Storrs, Conn.: to open branch store, the Phoenix Bookshop, 6/1:56
- Parents' Magazine Enterprises, Inc.: buys Finding-Out Books line from Home Library Press, 3/2:37
- Patee, Doris S.: "The Odyssey Book Shop" (article), 5/25:71
- Paulist Press: opens N.J. plant, 2/10:78
- Payne, Robert: interview with, 5/18:49
- Peace Corps: book programs of, explained at publisher-sponsored conference on overseas book activity, 4/6:77; policy on book requests from volunteers, 4/6:31; to establish Kennedy Memorial Libraries in 4 countries, 4/20:55
- Pelikan, Jaroslav Jan: "A Scholar Strikes Back," 6/15:57
- P.F.N. Club: invites Russian authors to visit U.S., 6/15:26
- Penquin Books, Ltd.: Puffin and Peacock imprints discussed by visiting editor, 5/11:37
- Perigiam Press, Inc.: names new officers, 2/3:76; moves working offices, 2/10:80
- Petersen, Hans Heinrich, book wholesaler: new address, 4/20:60
- Peru: Lima distributor of U.S. magazines & paperbacks plans expansion, 6/8:102
- Pfbaum, George A.: launches new series, Witness Books adds to series, Little People's Paperbacks, 7/10:89
- Philadelphia Book Clinic: preview dinner opens Philadelphia Book Show, winning books listed, 6/1:89
- Phillips Book Store, Cambridge, Mass.: moves, new quarters described, 2/17:81; open house, 6/1:60
- Phoenix Bookshop, Storrs, Conn.: new branch of Panerback Gallery of Storrs, 6/1:56
- Photo-Composition: see Printing
- Photon, Inc.: ships first "Zip" Model computer photocomposing machine, 6/1:88

Pickwick Paperbacks: new shop in Jackson, Miss., 5/25:70

Pilferage: see Thefts

Pipel, Harriet F., "But Can You Do That?": see Legal decisions affecting the book trade

Piracy: see Copyright

Plato's Pillar of Learning: new book store in Terre Haute, Ind., 6/1:61

Plimpton Press, Norwood, Mass.: sale of, to McCall Corp., being negotiated, 3/2:100; sold to McCall Corp., 4/20:51

Pocket Books, Inc.: to be distributed by Curtis Circulation Co., 3/16:28; date of shift to Curtis announced, 3/23:31; sponsors, with Famous Photographers School, contest for book jacket photo, 3/16:31; celebrates 25th anniversary with showing of original copies of firm's first 12 titles, 6/8:116; changes numbering, price labeling and appearance of some lines, 6/22:85

Stock notes: 3/2:37, 6/1:39

Popular Library, Inc.: Stock notes: 5/4:48

Pordes, H., London: moves, 4/20:60

Potter, Fred H.: "Booksellers Can Sell to Libraries," 6/8:125

Potter, Rye: "Four Bookstores in the Southwest and the West," 1/13:39

Praeger, Frederick A., Inc.: adds new titles to Contemporary World Series, 1/20:117; promotions & appointments, 1/27:247; moves, 6/1:44; adds titles to World of Art series, 6/8:112

Prayer Book Press, Inc.: new imprint, Hartmore House, to publish general books, 2/10:79

Prentice-Hall, Inc.: consents to FTC order to cease allegedly unfair practices, 2/3:70; to issue children's books in one edition only, 2/24:132

Stock notes: 2/3:69, 4/6:31, 5/4:48

See also Hawthorn Books

Prentice-Hall International, Inc.: closes Paris office, 4/20:55

Price cutting: "If Discounters Threaten, Don't Panic, Fight Back" by Harry W. Schwartz, 3/30:30; letter of comment by Louis Epstein, 4/27:33

Prices, book: see Book prices

Princeton Univ.: sells copy of Index of Christian Art to Univ. of Calif. at Los Angeles, 6/8:50

Princeton University Store, Princeton, N.J.: description and operations (article), 3/16:22

Principia Student Supply Store, St. Louis, Mo.: wins third prize in NACS merchandising contest, promotion described, 5/25:70

Printing: "Letterset Printing: Some Basic Data" (article), 1/6:98; U.S. Dept. of Commerce survey analyzes trends in commercial printing industry, 1961-62, 2/3:66; British report analyzes relative merit of film setting machines, 2/3:107; "Philco Corp. Demonstrates Multifont Print Reader" (article), 2/3:124, editorial, 2/3:107; Mergenthaler's ultra-fast phototypesetters described, 5/4:92; Harris-Intertype's electronic photo-setting system described, 5/4:93; printing equipment show, Westprint 64, planned, 5/4:111; see also Computers; Graphic arts exhibits

Printing Corp. of America: to buy printing subsidiaries of Standard & Poor's Corp., 1/6:110; purchase plans cancelled, 1/20:106

Printing Industries of America, Inc.: adds new national organization, Lithographic Trade Plate-making Industry, 1/6:109; opposes Federal double-time overtime bill, 4/6:61; adopts name change, 4/6:92

Privacy, invasion of: Messner sued by Warren Spahn for "fictionalized" biography, 2/3:70; Spahn wins damages, 6/8:100, correction, 6/29:25; see also Legal decisions affecting the book trade

Prizes & awards: summarized for 1963, 1/20:99; major French prizes for 1963, 1/27:242

Prizes & Awards listed: American Academy of Arts & Letters, memberships, 1/13:53, Award of Merit, 4/6:33, Traveling Fellowship, 5/4:51, honorary

memberships, 5/25:50; AIGA Medal, 6/1:69; Amer. Philological Assoc. Award of Merit, 2/10:80; Anisfeld-Wolf Award, 5/11:34, correction, 6/8:105; Athenaeum of Philadelphia Literary Awards, 5/25:51; Aurianne Award (Amer. Library Assoc.), 2/3:72; Bancroft Prizes, 5/11:34; Baroness, Benjamin, Award, 4/6:32; *Bestsellers* paperback of the year award, 2/3:72; Blackhawk Award (Midland Booksellers Assoc.), 2/10:80; Bollingen Prize in Poetry, 3/16:32; Bolton Prize, 1/27:243; Booth, Chancie & Willis, Fellowship, 1/27:242; Brandeis Univ. Creative Arts Awards, 5/25:51; Burroughs, John, Medal, 5/11:34; Carey-Thomas Award, 4/27:57; Child Study Assoc. book awards, 3/30:36; Children's Reading Round Table Award, 5/18:43; Children's Spring Book Festival Awards, 3/30:19, 5/11:29; Colonial Dames of America book award, 6/1:44; Commonwealth Club of California medals, 6/15:60; *Contact* awards honoring William Carlos Williams, 2/17:37; Corning Science Prize, 3/16:31; Delta Prize Novel Award, 3/30:35; Dodd, Mead Librarian and Teacher Prize Competition, 5/11:33; Double-day Canadian Prize Novel Award, 5/25:50; Dutton Animal Book Award, 5/11:34; Dutton Junior Animal Book Award, 5/18:43; Emerson, Ralph Waldo, Award, 1/27:243; Emerson-Thoreau Medal, 1/27:242; English Book of the Year for Children Medal (Canadian Assoc. of Children's Librarians), 2/3:72; *Explicator* prize, 1/27:243; Formentor Prize, 5/18:42; Follett, Charles W., award, 5/25:50; Franklin, Miles, Award, 5/11:34; Friends of American Writers awards, 3/30:36; Garland, Hamlin, Award (Midland Booksellers Assoc.), 2/10:80; Gauss, Christian, Award, 1/13:53; Hartford, Huntington, Foundation Award, 1/27:242; Indian Nat'l. Academy of Letters prize for literature, 5/11:34; Indiana "Authors of the Year," 5/11:34; Institute of Early Amer. History & Culture, Williamsburg, Va., manuscript prize, 5/25:51; International Publishers Prize, 5/18:42; Kennedy, John F., Award in Biography and History, 1/13:58; Loveman, Amy, National Award, 6/8:105; Mayer, Charles Leopold, 1/27:243; McKinsey Foundation book awards, 4/6:33; Melcher, Frederic G., Book Award, 1/20:107, 3/23:34; Meredith-Iowa Writer's Award, 2/3:72; More, Thomas, Medal, 1/27:242; Mystery Writers of America Edgar Awards, 4/13:37, 5/4:51, 5/18:18; Nathan, George Jean, Drama Criticism Award, 2/3:72; Nat'l. Assoc. of Independent Schools, 2/10:80; National Book Awards, 3/16:28, 3/23:21; National Catholic Book Awards, 3/23:33, 6/8:103; Nat'l. Inst. of Arts & Letters, Gold Medal for drama, 2/3:72, memberships, 3/16:32, various awards, 5/11:33, honorary memberships, 5/25:50; National Medal for Literature, 3/16:28; N.Y. Police Athletic League's book essay contest, 4/27:31; N.Y. State Bar Assn. scroll, 1/27:243; Newbery-Caldecott Awards, 3/9:30; Newcomen, Thomas, Award, 5/11:34; Novel Award Program, 6/1:43, 6/1:62; Overseas Press Club award, 6/1:44; Parkman Prize, 5/11:34; Patron Saints Prize (Society of Midland Authors), 6/22:72; P.E.N. Translation Prize, 5/11:33; Phi Beta Kappa Science Award, 1/13:53; Polk, George, Memorial Awards, 3/30:36; Pratt, Fletcher, Award, 6/1:44; Pulitzer Prizes, 5/11:28; Regina Medal, 3/30:36; Rosenthal, Richard and Hinda, Foundation Award for Fiction, 5/18:43; Roy Publishers-P.E.N. Club translation prizes, 3/23:34; Saxton, Eugene F., Memorial Trust fellowships, 2/10:80, literary fellowship, 5/25:51; Schweitzer, Albert, Medal, 1/27:242; Sequoyah Children's Book Award, 5/11:34; Skinner, Constance Lindsay, Award, 5/11:34; Society of Gourmets for the Leisure Arts award, 3/30:36; Tangle Oaks fellowships, 6/8:103; Texas Institute of Letters, various awards, 3/16:32; Van Doren, Irita, Literary Award, 6/29:51; Western Heritage Award, 1/27:242, 2/10:80; Young Reader's Choice Award, 6/15:60; see also Trade contests

- Promotion, book: *see* Book promotion
- Promotion Consultants, Inc.: changes name to Richard J. Crohn, Promotion Consultant, 1/20:108
- Protestant Church-Owned Publishers' Assoc.: annual meeting & workshop held, officers elected, 4/13:34
- Proxmire, Senator William: "Can Small Business Survive" (speech before ABA convention) reported, 6/22:41
- Publishers, U.S., Directory of, 1963: 1/27:281; correction, 2/10:81
- Publishers Adclub: hears advice on book advertising & promotion from Charles Denhard and Franklin Spier, 2/17:54; meeting discusses co-operative advertising, 3/2:41; to sponsor seminar on "Book Advertising: A Practical Approach," 3/9:44; seminar reported, 5/25:49; meeting on mail order advertising reported, 4/20:56; discusses Christmas advertising & promotion, 5/18:41
- Publishers Co., Inc., Washington, D.C.: to publish, sell through bookstores, new encyclopedia, 2/24:136
- Publishers Paperback Center, Inc., Cleveland, O.: formerly Ohio Book Service, 5/18:57
- Publishers' Publicity Association: meeting discusses travel tie-ins for books, 3/9:43; sponsors annual reviewers' workshop-seminar during Nat'l Book Awards week, 3/23:26; hears requirements for author appearances on "Kup's Show," 5/11:13; elects two new directors, 5/18:41; issues information on publicity outlets in 10 major cities, 6/22:69
- Publishers' Weekly*: special issues, 1/13:35
- Publishing methods: editorial aspects of publishing discussed at reviewers' workshop-seminar during Nat'l. Book Awards week, 3/23:26
- Publishing trends & statistics: "Goals for 1964: Book Industry Association Presidents Look Ahead," 1/6:46, editorial, 1/6:63; publishers' cooperation needed in industry survey (editorial), 1/13:54; 1963 title statistics, 1/20:58; subject analysis of title output, 1/20:59; publishers' output charts, 1/20:63, 64, correction, 3/2:42, addendum, 3/30:36; industry review, incl. market analysis, price trends, legislation, institutional promotions, international trade, censorship, trade organizations, 1/20:82; expanding activities of foundations may affect publishing (editorial), 1/20:109; publishers report on sales trends for fall and Christmas, 1963, 1/27:187; predictions on profits for 1963, 1/27:188; U.S. Dept. of Commerce survey reviews publishing receipts & employment, forecasts future trends, 2/3:66, editorial, 2/3:74; future publishing trends predicted by Edward E. Booher (article), 3/9:33; 1963 title statistics for Catholic books, 3/16:30; legislative developments & federal agency activities affecting book publishing reported, 3/23:36; educational publishing trends as affected by federal, state, local economic developments examined, 4/6:14, editorial, 4/6:34; title production, Jan.-Mar., 1964, 4/6:59; financial profile of industry revealed by analysis of Amer. Bk. Pubrs. Council, 6/15:45; *see also* Market statistics; Paperback books; Religious books; Scientific & technical books; Textbooks
- Pulitzer Prizes: winners announced, 5/11:28
- Pulp, Paper & Paperboard Institute (U.S.A.): new combined trade organization, 5/4:113
- Putnam, G. P., Sons & Co.: co-sponsors new Novel Award Program, 6/1:43, 6/1:62; *see also* Censorship, entries on "Fanny Hill"
- Pyramid Publications, Inc.: buys *Music Reporter*, weekly trade paper, 2/3:70; to launch new paperback line, Willow Books, 4/27:60; issues catalog of high school & college level reading, 4/27:84
- Quaint Shop, The: new bookstore in Rockmart, Ga., 1/20:128
- Quality Stabilization Bill: *see* Fair Trade
- Radio & TV: publishers cite value of TV in selling books, 1/27:188; authors' experiences with, 4/13:22; Nat'l. Assoc. of Educational Broadcasters & Amer. Library Assoc. to co-sponsor series of book-related radio discussions, 5/18:17
- Radio & TV book programs: "African Writers of Today," 3/23:20; "Art Voices on the Air," 2/24:84; "Assignment People," 2/3:55, 2/17:53, 3/23:20, 4/13:23, 4/27:32, 6/1:21; "Book Beat," 1/6:45; 4/6:13, 5/4:30; "Book News and Reviews," 5/4:31, 6/22:35; "Books and People," 6/1:21, "Books for Our Time," 1/27:189, 3/9:29, 3/30:20, 4/27:32; "Carnival of Books," 2/24:84, 4/27:32, 6/15:29; "Cavalcade of Books," 3/16:19; "Counterpoint" (Roy Newquist), 3/30:19; "Critique," 5/18:18; Detroit Public Library "Recent News about Books," 3/9:29; "Esso World Theater," 3/30:21; "Frontiers of Faith," 2/3:55; "Inside Books," 4/13:22, 4/20:27, 4/27:32, 5/4:31, 5/11:15, 5/18:17, 6/1:21, 6/8:51; 6/15:29, 6/22:35; "Invitation to Learning," 4/13:22; "Jazz Commentary," 3/30:20; "Kup's Show," 5/11:13; "Look Up and Live," 3/30:20; "Observation Point," 2/3:55; "Preparing Your Child for Reading," 3/9:29; "Questions and Answers," 6/22:35; "Reader's Almanac," 2/3:55, 4/6:13, 5/4:30, 6/1:21; "Sunrise Semester," 2/17:37; "Teen-Age Book Talk," 2/24:83, 6/8:51; "Tell It Again," 5/18:17; "To Tell the Truth," 3/16:19; 3/23:20; "Today Show," 5/4:30, 6/15:29; "Town Hall," 2/24:84; "What is America Reading Tonight?," 3/30:20; "The World in Books," 3/2:26, 1/27:189, 3/23:20, 5/4:30, 6/1:21, 6/15:29; "The Written Word," 2/24:84; "Young America Looks at Books," 3/16:19, 4/13:23, 5/4:31
- Rand McNally & Co.: to buy Robert O. Law Co., Chicago printer, 1/20:106; to launch new paperback line, Rand McNally Globe Library, 6/22:70
- Random House, Inc.: Random House-Knopf college dept. adds to staff, 1/6:65; plans series of short novel collections, 1/20:117; to revise Holiday Magazine Travel Guides, 3/2:55; issues 7 new Modern Library titles, 3/9:53; publishes book allegedly charged with breach of security, 6/8:49
- Stock notes: 3/2:37
- Ransom, John Crowe: subject of Kenyon College students' anthology of tributes, 3/9:28
- Rare books: Lehigh Univ. Library rare book display of Shakespeare material, 3/2:24; Philip C. Duschne to distribute in U.S. a facsimile edition of 1465 manuscript, 3/16:40; Newberry Library acquires Louis H. Silver collection for record sum, 5/25:47; *see also* Antiquarian Book Fair
- Reader's Digest: to issue enlarged-type edition for partially seeing readers, 5/18:18
- Reader's Digest Association: enjoined by FTC from making deceptive savings and "free" claims, 1/27:239
- Reading: Children's Book Council offers promotion materials for vacation reading programs, 2/24:131, editorial, 2/24:137; *see also* Education
- Readmore of Gary, Inc.: new bookstore in Gary, Ind., 4/6:46
- Regnery, Henry, Co.: moves, 6/22:72
- Reinhold Publishing Corp.: launches Art Horizon Series, 1/27:256; launches 2 new scientific & technical paperback series, 4/20:73
- Religious books: religious publishers report 1963 paperback business, 1/20:77; 1963 trends reviewed, 2/10:45; religious book market statistics, 2/10:46; "Spring Highspots, Jan.-May," 2/10:48; Image Books, Catholic paperback line, history of, 2/10:67; trends in religious book publishing (editorial), 2/10:82; 1963 title statistics for Catholic books, 3/16:30; Lutheran Church in America plans comprehensive publishing program for religious education, 3/23:32; *see also* Bibles; Catholic Book Week; Protestant Church-Owned Publishers' Assoc.; Religious Publishers Group
- Religious Books and Supply House: new shop in Johnson City, Tenn., 4/6:47
- Religious Publishers Group: plans seminar on religious book publishing methods, 2/10:77; issues list of non-religion-oriented mail prospects for religious book news & review copies, 3/30:20; workshop on "Profit or Loss in Religious Book Publishing" re-

- ported, 4/13:24; elects officers, annual meeting reported, 6/15:49; "A Scholar Strikes Back" (address on religious published material) by Jaroslav Jan Pelikan, 6/15:52
- Remarkable Book Shop, Westport, Conn.: successful promotion, 5/18:55
- Rental libraries: bookseller's advice on, 3/2:61
- Research Books, Inc.: new technical book distributor for New England & Hudson River Valley, 3/2:38
- Returns: booksellers find mark-down sales more profitable than returns, 4/13:50, 52; financial drain of, discussed at Amer. Bk. Pubrs. Council annual meeting, 6/15:46; need for uniformity in, discussed at ABA convention, 6/22:48
- Returns policies: Atheneum, 4/27:81; Benjamin, W. A., Inc., 6/1:54; Houghton Mifflin, 4/6:42; Science & Behavior Books, 4/20:72; Univ. of Alabama Press, 5/11:43; Univ. of Washington Press, 5/11:43
- Revell, Fleming H., Co.: announces most successful year, 6/15:26
- "Rights and Permissions" by Paul Nathan: weekly department
- Robert's Books & Office Supplies, Skokie, Ill. moves, 3/23:47
- Rockland Bookman, Inc.: new bookstore in Nanuet, N. Y., 4/6:46
- Rodale Books, Inc.: charged by FTC with false ad claims, 5/18:40
- Roosevelt University Bookstore, Chicago: new college bookstore, 4/6:46
- Rosenwald, Peter J.: "Giangiacomo Feltrinelli" (article), 2/3:56
- Roshek's, Dubuque, Iowa: sold to Aldens, Inc., 1/27:269
- Rounce & Coffin Club: Western Books exhibition described, books listed, 5/4:96
- Roy Publishers, Inc.: establishes, with P.E.N. Club, prizes for Polish-English & English-Polish translations, 3/23:34
- Royalties: see Subsidiary rights
- Rumania: in agreement with U.S. to expand cultural, educational & scientific exchanges, 6/29:52
- Russ, Lavinia: "Juvenile Paperbacks or The Curious Case of 'Curious George'", 3/16:44
- Russell & Russell, Inc.: moves, 3/30:36
- Ryan's Book Villa: new shop in Torrance, Calif., 6/1:61
- Saalfeld Publishing Co.: expands board of directors, elects officers, 3/16:34
- Safran Color Graphics Seminar: to discuss web offset, 6/1:91
- St. John, Francis R.: Library Consultant: new firm, 1/27:241
- St. Martin's Press, Inc.: takes over "Who Was Who" series from Macmillan, 1/20:116
- St. Onge, Achille: miniature edition of Kennedy inaugural address in demand, 2/3:54
- Sales representation: General Publishing Co., Toronto, for Sloves & Frey, Inc., 1/13:53; East West Center Press, Univ. of Hawaii, announces U.S. representation, 1/20:108; Princeton Univ. Press for Cornell Univ. Press, 1/20:108; David McKay Co. for Ivan Obolensky, 1/20:108; Grosset & Dunlap for Twayne Publishers' English Authors series, 1/27:243; Grosset & Dunlap for Astor Books (Obolensky), 1/27:243; Univ. of Washington Press for Syracuse Univ. Press, 1/27:243; Lane Book Co. for McNally & Loftin, 2/10:80; Technical Book Sales Associates for Gulf Publishing Co., 2/17:55; Tanfenger Pub. Co. for Garrett Publications, 3/30:36; Gordon & Breach for Blackie & Sons, London and Glasgow, 4/20:60; Trufant Foster Associates drops representation for 3 firms, 4/27:63; Copp Clark Publishing Co., Toronto, for Univ. of Minnesota Press, 5/11:35; Institutional Book Service for Meredith Press, 6/8:105; Crown for Orion Press, 6/15:60
- Salesmen, publishers': see "Who's Who Among the Travelers"
- Sams, Howard W., & Co., Inc., Publishers: Stock notes: 1/6:59, 2/3:69, 4/6:31, 5/4:48
- Saturday Review: plans move, 6/29:25
- Satyr Book Shop, Inc., Hollywood, Calif.: formerly Gordon's Satyr Book Shop, 6/1:61
- Savile Book Shop, Washington, D.C.: successful promotion of Latin American books, 6/1:56
- Scholastic Magazines, Inc.: forms London subsidiary, Scholastic Publications, Ltd., 2/17:53
- Scholastic Magazines, Inc.: to publish foreign-language instructional materials of London affiliate, 3/30:33; builds new distribution center & western headquarters in Calif., 4/20:55
- Schwartz, Harry W.: "If Discounters Threaten, Don't Panic, Fight Back" (article), 3/30:30; letter of comment by Louis Epstein, 4/27:33
- Science and Behavior Books, Inc.: new publishing company, 3/2:38
- Science Research Associates, Inc.: stockholders approve merger with IBM, 3/9:43
- Scientific American, Inc.: to merge with W. H. Freeman Co., 4/20:52
- Scientific & technical books: sales and subject-matter trends in, forecast & reviewed, 4/20:25; "Some Out-Standing Titles of April-July, Inclusive," 4/20:28; Permanent Oil Industry Book Display opened in Houston, Tex., 4/20:53; Food and Agricultural Organization of UN issues technical material, new catalog of titles planned, 4/20:53; Science Library Program of Amer. Assoc. for Advancement of Science reviewed, 4/20:62; Amer. Book Pubrs. Council forms Technical, Scientific & Medical Book Publishers Group, 6/15:44
- Scott, Foresman & Co.: Stock notes: 3/2:37, 4/6:31, 5/4:48
- Scribner's, Charles, Sons: starts new reference book dept., 3/2:38; appoints 3 advisory editors in science, 4/20:53; elects new board members, 5/18:45; starts new history book dept., 6/22:70
- Scribner Book Store: preparing catalog of children's books, 5/4:44
- Scripps-Howard Newspapers: moves headquarters office, 5/11:35
- Seabury Press: to launch Seabury Paperbacks, 6/8:116
- Seliamann, James F., Inc.: moves, 5/25:51
- Sendak, Maurice: article on, by Frances N. Christie, 2/24:87
- Senft, Craig T.: "Postscript: A Fable" (address before Amer. Textbook Pubrs. Inst.), 5/18:37
- Shaffer's Books, Cheyenne, Wyo.: article about, by Rye Potter, 1/13:41
- Shakespeare, William: new theory about sonnets advanced in new book, 6/1:50
- Shakespeare, William, 400th anniversary of: books of Shakespearean criticism to be shown in Washington exhibit, 2/10:80, correction, 2/24:134; Lehigh Univ. Library rare book display of Shakespeare material, 3/2:24; booklet of Shakespeare events issued, 5/4:30; Cleveland Public Library pamphlet lists materials from Shakespeare Collection, 5/18:18; Hampton Court banquet to be scene of "Midsummer Night's Dinner," 6/8:49; Joan Toggitt is official distributor in U.S. of sonnets of Shakespeare Birthplace Trust, 6/8:112
- Shelley, Percy Bysshe: unpublished poems by, to appear in Knopf book, 3/9:51
- Sheridan, T. W. & C. B., Co.: sold to Harris-Inter-type Corp., 5/18:39
- Shipping and warehousing: problems shared by publishers and manufacturers (editorial), 1/6:91; booksellers suggest ways to avoid shipping damage, 1/20:125; shipping delays discussed by Bernard Schweid, 1/20:126; shipping and packing practices discussed at ABA convention, 6/22:47, editorial, 6/29:53; see also Distribution, book; Order fulfillment
- Shorewood Publishing Co., Inc.: sells Shorewood Press (printing plant), 5/4:45
- Silver, Dr. James W.: interview with, 6/29:50
- Simon, Irvine B.: "The AIGA's 'Fifty' Books As Seen by a Production Man," 5/4:78

- Simon and Schuster, Inc.: deny charges in FTC complaint against "Calories Don't Count," 1/13:52; charged by bookseller with unfair competition in "dual distribution" practices, 3/2:63; publisher replies (letter), 3/9:29; author of "Calories Don't Count" and associates indicted by Federal grand jury, 3/23:30
- Smucker's Book Center, Inc.: new shop in Champaign, Ill., 1/27:270
- South Africa: Simondium Publishers promotes Africans literature, foreign distribution, 5/11:38
- Southampton Book Co., Southampton, N.Y.: formerly Robert Keene Bookshop, 6/1:61
- Southern Books Competition: article, books listed, 4/6:78
- Southern Michigan News Co.: expands facilities, 5/18:39
- Southside Book Shoppe: new store in Jackson, Miss., 6/22:87
- Spanish "Books in Print": see "Libros en Venta"
- Spaulding Bookshop, Winchester, Mass.: sold, name changed to Spaulding Bookshop & McGhee's, Inc., 3/9:57
- Spearfish Bookstore, Spearfish, S. Dakota: formerly Danielson's Bookstore, 3/9:57
- Special Library Association: elects officers, presents awards, 6/22:71
- Special offers: Atheneum, 1/6:68; Scribner, 6/1:50; special offers available at time of ABA Convention, 6/8:117
- Special orders: booksellers' methods of handling, 5/25:65
- Specialized Book Service: moves, 4/20:60
- Spencer, Constance, Books, San Francisco, Calif.: moves, 3/23:47
- Spiral Press: "Robert Frost: 'Best-Printed' U.S. Author, and His Printer" by Paul A. Bennett, 3/2:82
- Spring Books: Index, 1/27:314, corrections, 3/2:43; major campaigns, 1/27:190; "Religious Books: Spring Highspots," 2/10:48; books about New York scheduled for N.Y. World's Fair season, 2/17:73; leading spring children's books, 2/24:90; reissues & revised editions of children's books, 2/24:150
- Stacey, J. W., Inc.: plans book catalogs in: nursing, 3/9:44; dentistry, 3/16:32
- Standard, Paul: "The Title Page and the Courteous Typographer," 2/3:118
- Stanford University: acquires U.S. Information Library in Tours, France, 1/13:34
- Statistics: see Bookselling trends & statistics; Market statistics; Publishing trends & statistics
- Stechert-Hafner, Inc.: announces realignment of officers among 3 affiliated firms, 3/30:40
- Stocks, publishing: activity in & prices for, during 1963, analyzed, 1/20:95; chart of prices, 1963, 1/20:98; NYU publishing course session on "Going Public" reported, 5/4:49
- Monthly report of prices, company financial notes: 1/6:58, 2/3:68, 3/2:35, 4/6:29, 5/4:46, 6/1:37
- Student Book Exchange, Boston, Mass.: opens Textbook dept., 2/3:96
- Subsidiary rights: authors' royalties on paperbacks discussed, 1/20:55; H. Allen Smith comments on publisher-author split of reprint & book club payments, 1/20:129; payments for use of books on TV discussed, 1/27:271; new possibilities for subsidiary rights opened by court decision in right of privacy case, 2/3:63; Odyssey Press runs into problem with first & second serial rights, 4/27:85; hasty exploiting of subsidiary rights market harms booksellers (article by Howard S. Klein), 6/8:124; see also Rights and Permissions, weekly column
- Summer books: previews of publishers' summer lists, 1/27:225; general survey of summer books, 4/27:29; "135 Leading Book Promotions," 4/27:34; Index, 4/27:130; correction 5/11:35
- Sutton Manor Book Store, N.Y.C.: closed, 2/17:82
- Swallow, Alan: plans new "Index to Little Magazines," to reprint earlier editions, 6/15:73
- Switzerland: Kurt Staeheli & Co., Zurich, expands mail promotion facilities, 1/13:52
- Swofford & Ware, N.Y.C.: moves, 1/27:243
- Systems for Education, Inc.: new Chicago educational publisher, 4/6:29
- Taiwan: Chinese reprinters in, a Chinese view by I-Cheng Loh, 3/30:22, and a U.S. publisher's reply by Curtis G. Benjamin, 3/30:23
- Tangle Oaks Educational Center: fellowship awards made to 3 librarians, 6/8:103
- Taos Book and Mission Shop, Taos, N.M.: article about, by Rye Potter, 1/13:39
- Taplinger Publishing Co., Inc.: launches new reference series, Gold Leaf Question and Answer Library, 1/27:260; 5 Atlantis Books to be released, 6/29:61
- Tariffs: see Foreign trade
- Taxes: proposed Senate amendment to tax bill seeks to grant credit for college expenses, 2/3:74; amendment rejected, 2/17:51; Ian Fleming solves author's tax problem, 3/30:17
- Taylor, Fay, Books and Art Gallery: new shop in Oklahoma City, Okla., 6/29:69
- Technical, Scientific and Medical Book Publishers Group: formally integrated into Amer. Book Pubs. Council, 6/15:44
- Technical books: see Scientific & technical books
- Television: see Radio & TV
- Textbooks: 1963 hardbound title statistics, summary & analysis, 1/20:60,61; "Book Publishing's Role in Adult Education, Job Retraining," report on conference by Amer. Textbook Publishers Institute and U.S. Office of Education, 2/17:38, editorial, 2/17:57; 23rd Annual Textbook Show, summary of credits, 3/2:96; future of textbook publishing discussed by Edward E. Booher at Textbook Show (article), 3/9:33; textbook & reference book sales statistics, 1962-63, 5/18:22; statistical breakdowns of textbook sales data over 10- and 20-year periods, 5/18:24, 25, 26, 27; competition from tax-exempt organizations decried by Amer. Textbook Pubs. Inst., 5/18:29, editorial, 5/18:44, reply (letter), 6/1:23; "The Making and Marketing of Dual-Purpose Books for Trade and Textbook Sales" is topic of meeting, discussion reported, 6/1:70; see also American Institute of Graphic Arts Textbook Clinic; American Textbook Publishers Institute; Education
- Theatre Arts: magazine suspends publication, 6/15:28
- Thefts: couple arrested in Detroit with stolen historical documents, 2/24:136; control of pilferage discussed by Nat'l. Assoc. of College Stores, 5/25:33; statistics on employee thefts, 6/1:20
- Thomas Collators Inc., N.J.: building new plant, 2/3:134
- Thompson, Arthur: honored upon retirement, 2/3:133
- Thompson, Doris, and Martha Johnson: "Don't Sell Books" (article), 3/16:45
- Thompson, Mattie Lee: "God Rest You Merry, Bookseller," 2/3:94
- Tiburon Books, Tiburon, Calif.: new shop described, 3/16:51
- Time, Inc.: to publish official N.Y. World's Fair books, 1/6:55; executive staff changes, 2/17:58; Book Division sales report on best seller, "The World We Live In," 3/2:24
- Time-Life International Book Society: new mail-order operation, 5/25:46
- Times Mirror Co.: Stock notes: 4/6:31, 6/1:39
- "Tools of the Trade," occasional dept. in "Book-making": 1/6:100, 2/3:131, 4/6:88, 5/4:106
- Trade contests: Baker Book House Biblical Illustrator contest, 1/13:65; winner of Morrow contest on "Shoes of the Fisherman" announced, 2/10:98; Dell window display contest for James Baldwin books, 3/2:64, winners announced, 6/29:

- 64; Christian Booksellers Assoc. window display contest, winners announced, 3/23:44; Pyramid Books contest for promotion word to replace "blockbuster," 3/30:18, winners announced, 6/29:64
- Trade Wind Book Store: new shop in Sulphur Springs, Tex., 2/3:96
- Translations: 1963 title statistics, 1/20:62
- Travelers, publishers: see "Who's Who Among the Travelers"
- Tremont Associates, Inc.: moves, 1/27:244
- Trend Publications, Inc.: new book publisher in Tampa, Fla., 4/13:37
- Trevi Book Shop: new store in Buffalo, N.Y., 3/16:53
- "Tropic of Cancer": see Censorship
- Typomundus 20: see International Center for the Typographic Arts
- Turck & Reinfield: Book Jacket Design Competition postponed, to be biennial, 2/3:134
- Typography: see International Center for the Typographic Arts
- Udin, Anne: "Autographing Parties: A Community Service" (article), 2/17:77
- Unconventional Warfare Bookstore: new shop in Coconut Grove, Fla., 1/20:128
- U.S.S.R.: report on U.S. graphic arts show in Russia, by Fritz Eichenberg, 2/3:114; Russian authors invited by P.E.N. Club to visit U.S., 6/15:26
- Unitarian Bookshop, Meadville, Pa.: new bookstore, 6/1:61
- United Church Press: begins publishing new church school curriculum, 1/6:61
- United Kingdom: see Great Britain
- U.S. Book Exchange: to be shut down, 3/2:44
- U.S. Dept. of State, Agency for International Development (AID): program for reference libraries and help to publishers in newly developing countries explained, 4/6:27, 6/15:40
- U.S. government book programs: overseas programs explained, 4/6:27; programs surveyed at ABA convention, 6/22:43
- U.S. Information Agency: Edward R. Murrow resigns as director, Carl T. Rowan appointed, 2/3:65; new director of Information Center Service, 2/17:51; USIA is subject of talk by Sen Javits at Women's Nat'l. Book Assoc. dinner, 3/23:25; USIA work explained at publisher-sponsored meeting on U.S. overseas book programs, 4/6:27; USIA criticized for "secretly" subsidizing book published in U.S., 5/11:31, defended (editorial), 6/29:53; book translation and exhibit programs explained, 6/15:40
- Universal Publishing & Distributing Corp.: launches new series, Award Military Library, 2/24:146
- Stock notes: 4/6:31
- Universe Books, Inc.: launches new series of reference books for collectors, 1/27:255; adds to series, 6/22:82
- Univ. of Chicago: plans new library, 1/13:33
- University of Chicago Press: publisher of National Book Awards history & biography winner, 3/16:28; presents exhibit demonstrating books as art form, 5/4:110
- University of Wisconsin-Milwaukee: construction plans for new bookstore resumed, 2/3:71
- University presses: paperback business in 1963 reported by individual presses, 1/20:76; see also Association of American University Presses
- Ustick's Book Store: moves from Walkill, N.Y., to New Paltz, N.Y., 4/6:47
- Vail-Ballou Press: compositors strike over tape-operated composing machines, 3/16:29
- Vali-Hi Books 'n Things: new store in Vail, Colo., 4/6:46
- Valla's Specialty Shop, Ripley, Miss.: new store to include books, 6/29:69
- Valley Oak Bookshop: new store in Visalia, Calif., 6/29:69
- Van Doren, Irita, Literary Award: goes to B. W. Huebsch, 6/29:51
- Van Nostrand, D., Co., Inc.: elects new officers, 6/15:62
- Van Rees Press: expands offset press facilities, 5/4:109
- Van's Books: new bookstore in Hayward, Calif., 6/22:87
- Vanderhoef, Ray: "How Can the Industry Create More Bookstores?", 1/13:36
- Vidal, Gore: interview with, 6/15:69
- Viking Press, Inc.: publisher of National Book Awards arts & letters winner, 3/16:28
- Vroman's, Pasadena, Calif.: stock control system explained, article by David Jamison, 5/4:64
- Walker & Co.: Walker Summit Library adds titles to series, 4/27:80; to distribute *Foreign Affairs* to book trade, 5/18:41
- "War on Poverty": Book Publishing's Role in Adult Education, Job Retraining," (article), 2/17:38; editorial, 2/17:57; role of publishers (editorial), 3/30:38; "War on Poverty": What Books are Needed, Where and How They Will Be Used," 5/4:32, editorial, 5/4:52; opportunities for book publishing in adult retraining programs, 6/15:42
- Warehousing: see Shipping and warehousing
- Watson-Gupill Publications, Inc.: moves editorial, production & promotion depts., 1/20:108
- Watts, Franklin: "Should Retailers Sell to Libraries?" (article), 1/20:120
- Wayne Bible and Book Store: new shop in Goldsboro, N.C., 6/29:69
- Weaver Book Store, Lancaster, Pa.: personnel changes, 1/13:65
- Wells, The, Carmel, Calif.: opens branch in shopping center, 4/27:93
- Wertebaker, Lael Tucker: interview with, 2/17:65
- Wesleyan University Press: wins Carey-Thomas Award, 4/27:57
- West Coast Bookman's Assoc.: Southern Calif. field day announced, 4/20:56; elects officers, 6/22:71
- Western Books exhibition: reported, books listed, 5/4:96
- Western Printing & Lithographing Co.: elects new board members, 5/18:45
- Western Publishing Co.: establishes Univac III Computers in two subsidiaries to handle sales data, 4/20:55
- Stock notes: 3/2:37, 5/4:48, 6/1:39
- Western Writers of America: elects president, 5/25:56
- Westminster Book Store, Chicago: moves to Elmhurst, Ill., new store described, 3/23:45
- Westprint 64: printing equipment show planned, 5/4:111
- White, Robert: "The Andover Bookstore: Relocated and Thriving," 3/9:36
- White House Library: special gift to, 4/20:26
- Whitman Book Shop, Philadelphia, Pa.: sold, 3/23:47
- Whitman Publishing Co.: expands sales coverage & staff, 1/27:240; staff changes, 4/6:37; installs Univac III Computer to handle sales data, 4/20:55
- Wholesale Book Corp.: moves, 3/23:34
- Wholesalers, book: Independent Distributors of Great Lakes study paperbacks inventory problem, 2/24:81
- Research Books, Inc., new technical book distributor, to serve Northeast, 3/2:38; Houston Paperback Distributors to serve Gulf South & Southwest, 3/2:39; H. P. Koppelman, Inc., Hartford, book fair operation of, 5/4:30; Ohio Book Service changes name to Publishers Paperback Center, 5/18:57; So. Michigan News Co. expands, 5/18:39; Chas. Levy Circulating Co. gives up jobbing of higher-priced paperbacks (letter), 5/11:15; answer to Levy letter by Paperbound Books, Inc. (letter), 6/1:22; Houston Paperback Distributors comments further on future of paperback wholesaling (letter), 6/15:27; wholesalers vs. direct buying of mass market paperbacks discussed at ABA convention, 6/22:48, 49; see also NACSCORP
- "Who's Who Among the Travelers": 2/20:136; corrections and addenda, 2/3:72, 4/13:37, 5/25:54, 6/1:47

Wiley, John, & Sons, Inc.: required by U.S. Supreme Court to arbitrate with union following merger with Interscience, 4/13:31; Salt Lake City distribution center in full operation, more states included, 4/20:57; alters plans for New Dimensions in History Series, 5/11:41; receives U.S. Commerce Dept.'s "E" award for foreign trade, 6/1:35
 Stock notes: 1/6:59, 4/6:31, 5/4:48, 6/1:40
 Wilson, Adrian: "Designer-Printer at Tuscany Alley" by Paul A. Bennett, 4/6:66
 Wilson, Carl K., Inc.: to buy Hartman's Books, Inc., in bankruptcy sale, 1/13:65
 Window displays: see Displays, book
 Wise, William H., & Co.: Federal Trade Commission signs consent order in false advertising complaint against Wise, 3/9:42
 Women's National Book Association: annual dinner during Nat'l. Book Awards week reported, 3/23:25; Constance Lindsay Skinner award announced, 5/11:34; elects officers, 6/8:103
 Wonder Books, Inc.: appoints new regional sales managers, 5/25:54
 World Affairs Book Center, N.Y.C.: appoints new manager, 6/29:64
 World Publishing Co.: to coordinate sales & editorial efforts in hardcover trade books with New American Library, 6/8:100
 Wylie's Company: new bookstore in Los Altos, Calif., 1/27:270
 Yale Co-op, New Haven, Conn.: holds successful sale, 4/13:52
 Yale University: library issues report on selective book retirement, 1/13:34
 Yale University Press: to publish new edition of "The Autobiography of Benjamin Franklin," 1/27:254; publisher of National Book Awards winner in science, philosophy & religion, 3/16:28
 Year, Inc.: in production & sales agreement with C. S. Hammond, 6/15:59
 Young, Elizabeth: "New Canaan Book Shop: Progress Report, 1958-1964," 4/27:87; "What Do You Mean, 'Practical Experience'?" (article), 5/25:63
 Yugoslavia: publishing delegation visits U.S., 5/25:48; holds press conference, 6/22:69
 Zelman, Norman: "Improved Foils, Multiple-Station Presses, Widen Use of Roll Leaf" (article), 5/25:90
 Zondervan Publishing House: acquires religious line of Dunham Publishing Co., 4/27:63

OBITUARY NOTES

ALBEE, George Sumner, 2/10:81

BAILEY, George T., 4/6:33; Baner, Skulda Vanadis, 3/16:32; Basso, Hamilton, 5/25:52; Beebe, Ralph A., 2/17:55; Behan, Brendan, 3/30:37

CARSON, Rachel, 4/27:63; Audubon Society memorial, 5/11:13; Crane, Edward Matthews, 4/20:60; Crawford, David, 5/25:52

DIETZ, Lorna, 2/10:81; Donaldson, Norman V., 1/27:244

FLOWER, Sir Newman, 3/23:35; Flynn, John Thomas, 4/27:65

GEHRES, Lloyd F., 5/25:52; Gerardi, Joseph A., 4/27:65; Gibbs, Arthur Hamilton, 6/22:72; Goldman, Benedict, 1/27:245; Grodzins, Morton M., 3/23:35; Gulliver, Lucile, 6/22:72

HECHT, Ben, 4/27:64; Hesseltine, W. B. 1/13:53; Hobson, Wilder, 6/1:44

JECKLIN, A. C., Sr., 4/6:33

KELLAND, Clarence Budington, 3/2:43; Kerlan, Irving, 1/13:53; Ketcham, Edward C., 5/18:43; Klutas, Alice E., 4/20:61

LAVERICK, William E., 5/4:51; Lemmon, Robert Stell, 4/20:61; Liebling, A. J., 1/6:62; Litman, Harold, 5/25:52

MAASS, Edgar, 1/27:245; Metalious, Grace, 3/9:44; Meyers, Ellis W., 4/20:61; Miller, John Anderson, 3/16:32; Morrissey, Michael A., 4/27:64

NERNEY, Winifred, 6/8:105

PURSEL, Jay, 2/3:73

SEABER, Louis E., 2/3:73; Secord, Frederick, 5/4:51; Spero, Ben, 6/22:72

TOWNER, Reginald F., 2/3:73; Trayser, Lewis W., 4/6:33

ULLSTEIN, Karl H. 1/20:108; Ullstein, Rudolf, 2/10:81; Upfield, Arthur W., 3/23:34

WALSH, George J., 3/16:32; Weigel, The Rev. Dr. Gustave A., 1/27:245; White, T. H., 1/27:245; Wiener, Norbert, 3/30:37; Willcox, Byron C., 1/27:245; Wohl, Sam, 3/2:43

PERSONNEL NOTES

ABERNATHY, John, 4/20:65; Adams, Jack B., 2/24:138; Adams, Owen E., 2/3:78; Adams, Seibert, 3/23:38; Adler, Larry, 3/30:40; Aksent, Howard, 6/15:68; Albert, Mac S., 6/1:40; Alexander, Mary D., 3/2:47; Allen, George, 5/25:56; Allen, Joseph W., 6/22:74; Allen, Philip D., 3/16:34; Alm, Richard S., 6/1:22; Amussen, Carolyn, 4/13:39; Ancona, Alberto, 3/30:40; Anderson, Betty, 3/9:47; Anderson, Howard L., 5/18:45; Andrews, Wayne, 1/13:56; Antin, Charles, 2/10:83; Arees, Alfred, 1/13:55; Arment, Robert A., 4/6:36; Arnold, Len, 1/27:246; Asher, Aaron, 3/30:39; Asherman, Robert J., 2/24:138; Atkinson, Dee, 4/6:37; Austell, Rhett, 2/17:58; Aymar, Brandt, 3/23:38

BACARELLA, Salvatore, 6/22:76; Bachand, Albert, 3/2:46; Bacheller, Martin A., 4/13:38; Bailey, J. R., 3/16:35; Bailey, Lee, 1/13:57; Bailey, Merritt E., Jr., 5/4:54; Baily, Carol, 1/13:56; Bajus, Kenyon B., 5/18:45; Baker, Sherman, 6/22:74; Baldwin, Ian, Jr., 3/23:38; Ball, Stephen S., 5/25:54; Barnard, Allan, 1/13:55; Barnes, Robert L., 6/15:62; Bauman, Robert H., 3/9:57; Bayless, William A., 2/3:76; Beers, Robert M., 2/17:52; Beilenson, Betsy, 3/23:37; Beldon, Sanford T., 4/27:66; Benick, Stuart L., 4/20:66; Benjamin, Curtis G., 5/25:48; Benstead, H. M., Jr., 3/16:35; Beresford, Patricia, 1/6:64; Bergstrom, Del V., 2/3:76; Bernard, Jack, 6/22:74; Berry, John N., III, 4/20:64; Bird, Otto A., 5/4:55; Black, Wallace B., 6/8:106; Blair, John, 6/22:75; Boardman, Myron L., 3/16:34; Bogert, Jeremiah, 1/6:65; Bond Raymond T., 6/8:106; Bonn, Thomas L., 3/9:46; Bossard, Samuel B., 1/20:111; Bowe, Daniel, 6/1:47; Boyd, Alda Lee, 1/13:57; Boyder, Victor, 6/15:67; Braasch, William, 6/1:47; Braica, John Proctor, 3/2:46; Brand, Millen, 2/17:59; Bratt, Hero H., Jr., 1/13:56; Brayton, Charlotte, 4/6:35; Bridgewater, William, 2/17:60; Briggs, John, 3/16:35; Brody, Rosalie, 1/13:57; Brooks, Kay, 2/17:59; Brooks, Paul, 6/8:107; Brown, Donald R., 4/20:64; Brown, Jerry, 4/6:37; Brown, Lowell E., 5/25:57; Brown, Richard H., 1/20:110; Browne, Jane, 3/30:39; Buckley, Virginia, 4/20:66; Buckley, William E., 3/2:34; Budlong, John P. R., 2/24:138; Bulthuis, Calvin, 1/13:56; Busby, Gerald, 1/6:65; Bunt, James T., 3/30:40; Burn, John A., 5/25:57; Burns, A. Gordon, 3/30:39; Burns, Thomas F., 3/30:40; Burns, Tom, 4/27:66; Burton, Dwight, L., 6/1:22; Busch, Ronald,

- 6/1:247; Busse, David P., 6/8:106; Butman, Ray, 1/27:241; Byrne, Seamus J., 4/6:36
- CADE, Lisl, 6/22:75; Cady, Howard, 2/10:83; 6/8:106; Cahill, James P., 4/27:71; Cahn, Herbert R., 4/6:36; Caine, Lynn, 3/16:35; Caldwell, George S., 3/2:46; Caliger, Wesley M., 3/2:45; Campbell, Ann, 1/13:57; Cane, Edwin H., 1/13:57; Canfield, Cass, 1/27:246; Carroll, Joseph, Jr., 3/2:45; Carson, Beatrice, 2/17:60; Carter, Philip, 2/3:78; 6/1:48; Cassell, James, 3/23:38; Cassidy, Frederic G., 2/3:71; Cavin, Bram, 5/4:54; Chaisson, Raymond C., 3/30:39; Charloff, Sol, 5/11:38; Chase, Sam, 2/3:70; Chastain, Murray, 6/22:76; Chervin, Martin, 1/6:65; Choung, Nak Young, 3/23:37; Christensen, Gail S., 2/17:60; Christie, Joe M., 5/18:45; Church, Lee, 3/23:38; Churchill, John, 4/20:66; Claiborne, Ross, 1/13:55; Clark, Edward, 6/1:47; Clark, Sydney, 1/13:56; Clayton, Wendell, 3/30:40; Coffey, Sheila, 1/27:247; Cohen, Arthur A., 2/10:83; Cohen, Hyman R., 4/20:66; Colby, Bertha, 6/15:67; Colescott, William, 5/4:56; Collins, Arthur W., 6/1:48; Collins, Hugh, 4/13:39; Collins, Lee R., 6/1:48; Conese, Eugene P., 5/4:53; Conkwright, P. J., 6/1:47; Conlon, Margaret, 1/20:111; Connett, Eugene V., III, 1/27:246; Cooperstock, Ben, 2/3:77; Corbett, Paul D., 4/20:63; Corrigan, Marijean, 2/17:60; Craig, Raymond, 5/25:56; Crandall, Robert W., 2/10:83; Crane, Edward M., Jr., 6/15:62; Cuddihy, Paul R., 5/4:53; Cumings, J. Bradley, 2/17:60; Cuneen, Joseph, 3/9:46; Cunningham, Agnes, 1/13:57
- DAIGH, Ralph, 4/13:38; Danby-Smith, Valerie, 2/3:78; Daniels, Judith G., 5/4:56; Davies, Alun, 6/1:47; Davis, Reid, 3/2:45; Davis, Ruth, 1/6:64; Davis, Thomas J., III, 3/2:46; Davison, Peter, 4/20:63; Deadrick, Lee Anna, 5/4:53; Dean, Richard S., 2/3:78; De Forrest, Michael, 4/20:65; De Kay, George C., 5/18:46; Delacorte, George T., Jr., 1/20:111; Delavenay, Emile, 4/20:66; DeLuca, William B., 4/6:37; Demaree, Kenneth B., 6/29:54; DeMarzo, Fred E., 2/3:77; Denhard, Charles, 2/17:54; Desselman, Richard, 1/6:65; Di Capua, Michael, 4/27:71; Dickinson, William E., 4/13:38; Dickson, Lovat, 2/3:75; Dieter, George B., 2/3:78; Dinger, Frank S., Jr., 5/18:46; Dodge, John V., 6/22:74; Doherty, Peter B., 1/13:56; Dole, Istar Haupt, 3/23:37; Dori, Marvin, 4/6:36; Downey, Nick, Jr., 6/15:67; Driscoll, Richard, 1/6:65; Duane, James C., 4/20:65; Dubeck, Frank J., 4/20:65; Dudley, Margaret W., 5/4:53; Dudley, Sylvia Winsor, 3/30:39, 4/20:65; Duenevald, Doris, 5/4:54; Dugelar, Gerald J., 4/6:35; Dunmire, John Richard, 6/15:68; Durr, Anthony C., 1/13:57; Dystel, Oscar, 6/1:46
- EAVEY, Harold W., 6/8:107; Eerdmans, William B., Jr., 1/13:56; Eerdmans, William B., Sr., 1/13:56; Egan, Anne, 5/18:47; Egan, Roger E., 5/4:54; Ellis, Mary, 1/13:57; Elston, Russell K., 5/4:55; Engel, Jean L., 6/22:76; Enoch, Kurt, 6/8:106; Ertel, James, 3/9:47; Esner, David R., 4/20:66; Eurich, Alvin C., 3/9:46; Evans, Mel, 5/18:45; Everett, Dr. John, 2/3:75; Everett, Helen, 2/10:76; Everson, George, 5/18:45; Everote, Dr. Warren, 2/24:138; Ewing, Gordon A., 2/17:52
- FAIRSERVIS, Walter A., 4/20:53; Fargis, Paul McKenna, 3/30:39; Fast, Willard M., 3/2:38; Fauer, Melvin, 5/18:47; Fennerty, Lynn, 1/27:247; Fenollosa, G. M., 3/30:39; Fields, Arthur, 2/17:59; Fine, Donald I., 1/13:55; Fitzpatrick, James W., 6/1:48; Fitch, Charles H., 2/17:56; Fitzpatrick, James Benedict Ossory, 2/17:56; Flenner, Yvonne S., 4/27:71; Flock, Larry, 4/6:37; Flounlacker, Earl, 1/13:56; Fluegge, Klaus, 2/3:78; Fodor, Denis, 2/3:75; Foehner, Madeline, 1/6:65; Foglesong, Joseph F., 3/16:34; Follmer, Joseph, 1/6:65; Folstad, Mark, 1/27:247; Ford, Christine, 5/25:54; Foster, Virginia, 4/6:37; Frank, Don, 4/20:64; Freedman, Louis, 6/1:48; Freeman, Jefferson, 4/6:35; Freeman, Mary Tibbetts, 2/17:60; French, Stanley G., 3/30:39; Fried, Jerome, 6/22:74; Friede, Donald, 5/18:46; Friedland, Abbot M., 1/27:247; Frishman, Harold, 5/4:56; Frith, Margaret H., 6/1:48; Frohlich, William A., 4/27:71; Furman, Josh, 6/1:47
- GALAZKA, Jack M., 3/2:38; Gartner, William J., 4/20:63; Gates, Muriel, 4/6:35; 6/1:57; Gebron, David, 5/11:37; Gee, James F., Jr., 6/15:68; Gelfman, Sam W., 6/22:76; Geller, Evelyn, 5/18:46; Genovese, Anthony C., 6/1:47; Ghilain, Loretta, 1/6:65; Gilligan, William J., 2/3:55; Giniger, Kenneth S., 3/9:47; Gipson, Morrell, 2/3:77; Glazer, Morton, 2/17:52; Glimcher, Sumner J., 2/17:59; Goldberg, Lawrence I., 3/16:34; Goldstein, Joel, 6/15:68; Goodall, Frank G., 4/27:66; Goodearl, Donald, 1/6:65; Goodkind, Howard L., 4/27:71; Goodman, William B., 5/25:56; Goodwin, Pearl, 3/23:38; Gordon, Dean Louis, 2/3:76; Gordon, Horace, 2/3:78; Goulden, Mark, 3/23:38; Graf, Herman, 5/18:47; Graham, Gordon, 2/17:58; Graves, Harold E., 3/16:29; Green, Ashbel, 4/27:66; Greene, Joseph, 5/4:54; Greene, Mary V., 1/6:64; Greene, Russell T., Jr., 5/11:37; Gribbohm-Landshoff, Andreas, 3/16:35; Griffin, Cyril J., 3/16:34; Griffin, David W., 6/29:64; Groenevelt, Nic, 6/15:62; Gronert, Bernard G., 2/17:59; Grossmann, Bernd, 4/20:66; Guhernick, Arthur, 6/1:46; Gunther, Dolly, 3/16:35; Gustafson, E. Donald, 5/25:56; Guthrie, Henry B., 1/13:55; Guralnik, David B., 3/9:47
- HAAS, Irvin, 3/2:46; Hall, Andrew, 5/25:54; Hall, John E., 5/4:55; Hall, Joseph I., 3/9:47; Halliday, John G., 2/3:77; Hanscom, Leslie, 3/30:40; Hardesty, Thomas S., 3/30:40; Hardy, Jerome S., 2/17:58; Harper, David, 1/27:241; Hart, A. L., Jr., 4/27:66; Harris, Charles, 1/6:64; Harris, Harold, 1/20:111; Harris, Reed, 2/17:51; Hartman, Catherine, 4/20:65; Hartman, Richard, 4/6:35; Haskin, Deane, 2/17:60; Hastings, Baird, 1/13:55; Hatch, Everett, 5/25:55; Haugan, Rolf A., 6/22:76; Haumersen, Robert, 3/16:35; Hayakawa, S. I., 2/3:72; Haynes, Robert, 2/3:75; Heaps, June, 6/22:75; Hecht, Ernest, 5/18:47; Heckelmann, Charles N., 5/25:56; Hector, Richard A., 6/22:75; Heiberg, Milton, 1/6:65; Heilmann, Wesley P., 2/3:77; Heinle, Charles A. S., 6/15:67; Heise, Pierre, 4/27:71; Henderson, R. J., 3/2:46; Heninger, Byrne, 6/1:47; Henricks, Marshall, 1/27:247; Herrmans, Ralph, 1/20:111; Hetzel, Frederick A., 6/15:67; Hewitt, Joseph R., 2/3:77; Hilton, Ernest, 4/20:63; Hoberman, Mary Ann, 2/17:60; Hogan, Keith, 6/22:76; Hohns, Henry, 5/18:45; Holmes, G. Harris, 5/25:56; Holmes, William B., 6/1:40; Hopkins, Jeannette, 6/22:75; Hopkins, Joseph G. E., 6/22:70; Hopkins, Richmond B., 5/4:55; Hoss, Norman, 5/4:54; Howard, Richard G., 3/2:46; Howden, Harold E., 6/1:46; Howley, Roger, 2/10:84; Hovt, Franklin K., 3/30:39; Huebsch, B. W., 6/29:51; Hughes, Catharine, 1/27:247; 5/18:47; Hughitt, Robert, 4/6:35
- IDE, Jay S., 3/2:46; Inman, Willis R., 6/22:75; Isaacson, Gerald S., 5/4:56
- JACKSON, C. D., 2/17:58; Jackson, Don D., M.D., 3/2:38; Jackson, Jerry, 1/6:65; Jaget, Jack, 4/20:66; Jensen, Thomas P., 1/13:57; Jenkins, C. R., 5/25:56
- KAHN, Janet, 4/20:65; Kamp, Larry, 5/25:55; Kapilow, Mildred, 5/25:55; Karp, Marvin A., 3/9:47; Karter, Madeleine B., 5/25:55; Katz, Herbert M., 5/18:46; Kean, Kelvin L., 4/6:35; Keaton, James Ferrell, 3/30:40; Keeper, Sam, 3/2:39; Kelley, Patricia A., 6/15:68; Kelly, Eugene J., 5/4:54; Kelsey, Ralph S., 5/25:56; Kemeny, Peter, 3/2:45; Kenagy, Robert C., 1/13:

56; Kendler, Bernhard, 2/17:60; Kenerson, John B., 3/30:39; Kennebeck, Edwin, 3/30:39; Kennedy, Ernest V., 3/2:45; Kerry, E. A., 6/8:107; Kilgore, G. Buford, 1/13:56; Kim, Kirim, 1/6:65; Kimber, George F., 5/4:55; King, Ellis, 1/27:246; Klagsbrun, Mrs. Francine, 1/27:246; Klonsky, Robert, 4/20:79; Knapp, Dee, 1/20:56; Knudson, Marilyn, 6/22:76; Korn, Thomas H., 3/2:38; Kratzert, Alfred, 4/13:38; Krauss, Bob, 4/6:37; Kronenberg, John L., 5/4:55; Kuhn, Edward, Jr., 2/3:75; Kyle, John H., 2/3:78

LA FARGE, Benjamin, 1/20:110; Lacy, Dan, 5/25:59; Laird, William J., 6/8:107; Lamm, Donald S., 6/29:54; Lange, William B., Jr., 5/25:57; Langjaer, Erik A., 6/22:75; Larrabee, Eric, 1/6:64; Laux, Edward J., 2/24:138; Lawrence, Seymour, 4/20:63; Lawton, Gary E., 4/27:71; Leckie, Georgia, 3/23:37; Leonard, John D., 2/3:78; Leopold, Theodore C., 2/3:77; Lerner, Abe, 5/18:46; Lescher, Robert, 4/27:66; Lesser, Margaret, 5/4:53; Levin, Martin P., 6/15:62; Lewis, Clarence Irving, 2/17:56; Ley, Willy, 4/20:53; Lindemann, Edward, 5/4:56; Linton, John, 3/30:40; Little, Ray, 6/1:46; Loeb, Louis M., 6/29:54; Lombard, Richard B., 5/4:55; Long, Jack B., 2/3:77; Lorenzo, Dominic D., 1/20:111; Lowe, James, 3/9:47; Lyle, James B., 5/18:45

MABEL, Leo P., 3/23:38; MacCampbell, Donald, 4/13:39; MacEachern, N. A., 3/30:39; MacGregor, Gerald R., 5/25:54; MacManus, Patricia, 4/13:39; Maddocks, Melvin, 1/20:56; Maher, William, 4/6:37; Maher, William L., 2/3:78, 3/2:45; Majthenyi, Ladislav D., 2/3:76; Male, Raymond F., 4/27:94; Mame, Jean, 4/27:71; Marchand, Lucien S., 4/20:64; Marckwardt, Albert H., 2/3:71; Margolies, Joseph, 2/17:59; Marinaccio, Paul J., 4/6:37; Marks, Robert, 1/6:65; Marsh, Guy, 3/23:37; Marshall, Randall George, 1/20:110; Martin, Phillip, 3/23:38; Martin, Raymond F., 1/6:65; Mason, Gene L., 5/25:56; Mattsson, Donald M., 4/27:71; May, Arthur F., 5/4:54; May, Thomas C., 4/13:38; Meyerson, Charlotte, 3/16:34; Maxwell, Robert, 2/3:76; McCabe, Fred J., 5/18:45; McCaffrey, Austin J., 3/2:46; McCaleb, Patrick, 5/25:57; McCrindle, Joseph F., 5/18:46; McDonough, Justin, 3/2:45; McDowell, Elliott, 6/29:54; McDowell, Jack, 6/15:68; McFall, Violet, 6/15:68; McGinnis, Keith, 2/3:78; McNally, Harold J., 3/16:34; McMillan, James B., 2/3:72; McNulty, Gerard, 4/6:35; McPhee, Raymond H., 5/25:55; McPherson, Malcolm, 1/6:65; McRae, Fredric, 2/3:77; McTaggart, John A., 4/6:37; Mehta, Kamalnayan, N., 2/3:78; Meisenhelder, Ralph B., 1/27:247; Melner, Samuel B., 2/3:76; Melnikov, Melvin, 2/3:77; Mendelsohn, David, 6/29:54; Mendleson, Yvonne, 6/15:67; Mercus, Henry, 4/6:35; Mergendahl, T. E., 6/22:75; Meyers, Herbert B., 4/20:64; Milan, Jim, 4/20:65; Milford, Kenneth, 1/6:65; Miller, Myron L., 3/16:35; Miller, Walter, 3/23:38; Miller, William Robert, 4/27:66; Mills, Roger F., 4/27:71; Mitchell, Albert P., 1/6:64; Mitchell, R. Gordon, 1/20:79; Moe, Richard, 1/27:241; Moore, Harriet, 2/13:57; Morris, Barbara Rae, 2/17:59; Morris, Robert, 1/13:57; Morris, William, 5/4:53; Morrison, Robert, 1/6:65; Mosely, Cameron S., 4/20:63; Most, Harry R., 1/20:111; Mugler, Frederick C., 4/6:36; Murphy, Jack, 3/23:38; Murphy, M. Dean, 6/1:46; Murphy, Owen L., 1/13:57; Murphy, William J., 4/13:38; Murray, Fred W., Jr., 4/13:38; Murrow, Edward R., 2/3:65; Myller, Lois, 4/20:66

NADEN, Corinne J., 6/1:48; Nangle, Robert C., 2/3:77; Nasatir, Marcia, 4/27:71; Nault, William H., 1/20:110; Neuirth, Ronald, 2/24:138; New-

som, Carroll V., 5/25:54; Nichols, Marjorie (Mrs. Carroll), 2/17:56; Noon, W. Robert, 3/2:46; Nordell, Roderick, 1/20:56; Norris, C. P., 3/16:34; Norton, James, 1/27:246; Norton, Jeffrey, 4/20:63; Novak, Joel, 2/17:59

O'CONNOR, Richard, 3/23:38; Oddo, Paul C., 3/2:38; O'Dea, Catherine, 5/4:53; Oldach, George, F. J., 1/6:65; Oldenburg, Richard E., 5/18:46; Olsson, Lewy, 4/13:38; Olsen, Ben, 4/6:37

PACKARD, Michael, 4/20:66; Paine, Alden C., 2/3:76; Paley, Murray & Susan, 1/13:64; Papara, Tony, 4/6:37; Parlman, Bradley E., 4/27:66; Patterson, Neil, 4/20:66; Patterson, Virginia H., 6/29:54; Pehrsson, Hjalmar, 4/13:33; Pennington, Eleanor Diederich, 4/27:71; Perkins, James N., 3/2:34; Perrill, Donald, 3/23:38; Petchenik, Neth H., 2/10:83; Petersen, John C., 6/15:67; Peterson Florence K., 1/13:57; Phillippe, David E., 2/3:77; Pickburn, Frank J., 3/23:38; Piekart, Frances, 5/25:57; Pierson, A. G., 5/4:56; Platt, S. Phelps, Jr., 6/8:106; Pocaro, Vincent, 4/6:35; Polon, Albert L., 1/27:246; Post, Samuel H., 4/6:36; Poucher, Marcia S., 2/17:60; Prashker, Betty Arnoff, 1/6:64; Preece, Warren E., 6/22:74; Pressler, Karl H., 4/6:37; Price, J. William, 5/4:55; Priskick, William, 3/23:38; Putnam, Borden R., 5/25:55; Pyle, Lindsay, 2/24:138

QUIGG, Jerry, 1/6:64; Quinn, David, 6/1:47

RAE, Norman T., 4/20:65; Raichek, George, 1/13:64; Ramsey, Joseph A., 1/6:65; Rash, Glen L., 1/13:56; Raymond, D. J., 2/3:76; Reed, R. Thomas, Jr., 4/6:36; 4/13:39; Reeves, John, 4/6:35; Reinfeld, George M., Jr., 1/6:65; Reisner, Stan, 6/1:47; Reubens, Beryl L., 5/25:54; Richards, Vern H., 4/20:64; Richards, William S., 6/15:68; Richardson, Father William J., 1/27:246; Richardson, Stewart, 6/15:62; Rieu, Emil Victor, 2/17:58; Ritner, Peter V., 3/2:45; Ritter, Donald, 5/18:47; Rivers, Vincent, 6/15:62; Robbins, Henry, 6/22:74; Robinson, Carol, 2/3:55; Robinson, Dexter E., 5/25:54; Robinson, William W., 5/25:55; Rocknowski, John, 4/6:37; Rodden, Robert F., 4/13:38; Rose, Stuart, 6/1:48; Rosenau, Fred S., 2/10:83; Rosenbach, Naomi, 2/17:59; Rosenberg, Janet Salter, 6/15:68; Rosenblatt, Milton, 1/20:110; Rosendahl, Iris Dallal, 1/6:64; Rosenwald, Peter, 1/27:247; Roth, Kermit, 1/13:65; Roulet, William P., 5/4:53; Rowan, Carl T., 2/3:65; Royneau, Claude, 4/27:71; Royman, Ben, 2/24:138; Rubien, Arlene Zeger, 5/4:56; Rubin, Sandra, 3/30:40; Rudin, Ellen, 3/9:46; Russell, Bernard, 4/13:39; Russo, Daniel J., 5/4:54; Rutherdorf, Resha, 2/10:84; Ryan, Edward Noel, 4/20:66; Ryan, Geoffrey C., 1/6:64

ST. JOHN, Francis R., 1/27:241; Sanborn, Mrs. E. Emmons, 1/27:270; Sandwell, Barney, 3/30:39; Sansevere, John, 1/13:55; Saros, Theodore A., 4/20:64; Satenstein, Marvin, 5/4:55; Saugman, Per, 6/8:107; Savage, William L., 6/22:75; Schabert, Kyrrill, 2/10:76; Schack, Paul, 4/6:35; Schmidt, Charles, W., 2/3:77; Schneider, John G., 2/17:56; Scholder, A. David, 1/13:57; Schulman, Lester, 3/9:47; Scott, Cecil, 3/2:45; Scott, Ernest L., 3/23:37; Scott, Lorna, 2/17:59; Scott, Robert F., 5/18:47; Scuro, Joseph E., 6/22:75; Sattel, Irving, 6/15:62; Sexton, Mark, 5/4:55; Shacter, James D., 2/10:83; Shair, Mrs. Jane M., 3/23:47; Shair, Ruth, 3/9:46; Shapiro, Harry, 4/20:53; Sharpe, John K., 5/25:56; Shatzkin, Leonard, 4/20:63; Sheahan, Frank S., 6/1:46; Sheiman, Boris, 6/1:48; Shenk, Charles, 1/13:65; Shepherd, Peter, 3/2:45; Shin, John, 1/6:64; Shissler, Marcia F., 4/13:39; Shoenfeld, Oscar,

5/4:56; Siegel, Rose, 3/9:47; Sifton, Elisabeth, 1/27:247; Silberberg, Sophie Cousins, 6/22:75; Silverstein, Robert, 1/27:246; Sinacore, Jim, 5/11:37; 6/29:54; Singer, Norman W., 6/1:48; Sissons, Michael, 3/9:47; Slota, D. Fred, 6/8:106; Small-zried, Kay, 6/22:76; Smith, James C., 5/25:55; Smith, Kenneth, 3/16:34; Smith, Marshall P., 4/6:37; Smith Shirley B., 6/22:76; Snyder, Richard E., 6/1:40; Snyder, Susan M., 6/1:48; Soboloff, Ann, 5/25:56; Somerwill, John, 4/13:39; Sophie, Ted P., 2/10:84; Spencer, Herbert B., 2/3:77; Spier, Franklin, 2/17:54; Spilhaus, Athelstan, 2/3:76; Spohn, Joseph P., 2/10:83; Spooner, John Alden, 3/2:46; Springer, Edward, 6/8:107; Spurr, Edith, 1/27:270; 3/9:57; Stack, Joseph J., 1/27:246; Stevenson, Donald M., 2/3:76; Stafford, Robert F., 5/25:55; Steedman, Marguerite, 5/18:17; Stewart, Donald E., 3/16:35; Stiles, Arthur, 3/2:45; Stoll, Charles B., 1/13:55; Stone, Mead, 2/17:58; Stone, Walker G., 1/13:55; Straka, Ladislav, 2/3:76; Stroud, Jerry, 6/8:107; Sturm, Carol, 2/10:84; Subes, Harold, 3/9:47; Sutherland, Elizabeth, 2/17:59; Svenson, Andrew E., Jr., 2/17:60; Swanson, Charles, 5/11:37; Swinburne, Laurence, 1/27:247

TARCHER, Jeremy, 3/16:34; Targ, Walliam, 2/3:75; Thatcher, Floyd W., 1/13:56; 2/10:79; Thompson, Arthur, 2/3:133; Thompson, Mary Lou, 2/3:78; Thorp, Peter, 4/20:66; Thoreen, John W., 4/27:71; Tobey, Carl W., 1/13:55; Tompkins, Elizabeth, 2/3:78; Toomey, John F., 2/3:77; Torbert, Harold, 1/13:57; Tornetta, Paul, 3/9:47; Townsley, John, 2/10:84; Tracy, James, 5/4:55;

Tucker, Alan D., 5/25:54; Turner, Mary C., 6/8:106

ULLMAN, Pat, 4/20:65

VAN DER MARCK, Fred, 2/17:58; Van Doren, Peter, 2/10:84; Van Niekerk, Derrick, 2/17:60; Valentino, Richard, 1/27:241; Varner, Velma V., 3/2:46; Vaughan, Jack, 2/3:76; Vietor, Oliver A., 6/15:62; von Wehrenalp, Erwin, 2/10:84

WAGNER, Seymour, 5/18:47; Walck, Henry Z., Jr., 2/24:138; Walker, Marilyn, 1/6:64, corrector, 1/20:111; Waller, Irene Martin, 5/11:37; Ward, Helen H., 6/22:75; Ward, Philip C., 3/16:35; Ware, Cade, 6/22:76; Waterbury, Dorothy, 1/13:57; Waterman, Harriette, 5/25:47; Watson, Alma G., 4/6:35; Watson, John, 3/23:37; Webb, Kaye, 5/11:37; Webb, Louis Paul, 3/9:57; Weidenfeld, George, 1/20:111; Weimann, John, 6/1:46; Weingarden, Ann, 5/4:56; Weiss, Hans E., 4/6:36; Welch, John, 5/25:54; Wetzel, Theodore, 5/11:37; Whitmore, James, 2/3:75, 6/22:74; Whitney, Alexandra, 2/24:138; Whitney, David C., 1/20:110; Whitney, Susan A., 1/20:111; Whittemore, Reed, 5/18:46; Wik, Richard, 1/13:57; Wilentz, Elias S., 4/27:94; Willis, Ann D., 3/9:46; Winehouse, Irwin, 6/15:67; Winfield, Helen M., 6/22:75; Wood, Richard T., 1/27:247; Worth, Robert, 4/20:66; Wyatt, Leroy W., 3/16:34

ZARBOCK, James, 2/10:76; Zavelle, Al, 4/6:35; Zeleny, Robert O., 1/20:111

INDEX TO ADVERTISERS—JANUARY-JUNE, 1964

A&A Distributors, Inc., 6/8:40
Abelard-Schuman, 1/27:2; 2/24:4
Abingdon Press, 1/27:4,5; 2/10:1-3; 2/24:5; 4/27:16, 17,81
Abrams, Harry N., Inc., 1/27:3
Academic Press, 2/17:69; 4/20:58-59
Ace Books, Inc., 1/6:36
Aero Publishers, 1/27:6
Aldine Publishing Co., 1/27:7
Albany Inst. of History, 4/13:52
Allied Publications, Inc., 1/27:9-11
Allis Book Corp., 4/13:57
Alpine Geographical Press, 3/16:53
American Association for Health, Physical Education & Recreation, 1/27:257
American Book-Stratford Press, 2/3:122,123; 4/6:70, 71; 5/4:90,91
American Elsevier Pub. Co., 4/20:6,7
American Petroleum Inst., 2/3:18
Arco Publishing Co., 1/27:12
Artists & Editors Agency, 5/11:9
ASHRAE, 1/27:260
Association Press, 1/27:13; 2/10:44
Atheneum Publishers, 1/6:67; 1/20:113; 1/27:14; 2/24:6
Augsburg Publishing, 1/27:15; 2/10:4
Avon Books, 3/9:19-22; 6/8:115
Bantam Books, Inc., 1/6:34; 2/3:41, 4/27:27; 6/8:32, 33
Barnes & Noble, Inc., 1/27:17; 3/9:14
Barnes-Yoseloff, 1/20:34-37; 1/27:16
Basic Books, Inc., 1/27:18; 2/17:33
Beacon Press, 1/27:19; 2/10:93; 2/24:146; 5/4:24
Bergling, V. C. Publishing, 1/27:258
Bethany Press, 1/6:73; 2/10:5; 2/24:149
Binders Board, 2/3:119; 4/6:93; 6/8:47
Blair, John N., 1/27:20
Blaisdell Publishing, 1/27:21; 4/20:14
Bloch Publishing Co., 2/24:150
Blom, Benjamin, Inc., 1/27:22,23

Bobbs-Merrill Co., Inc., 1/20:52; 1/27:26; 2/17:34; 2/24:80; 3/16:16; 4/13:18; 4/20:8,9; 4/27:28; 5/11:12; 6/8:48; 6/15:24
Brason Associates, Inc., 2/17:30
Braziller, George, 1/6:8-11; 1/27:27; 3/9:12; 4/6:9; 5/11:6,7
British Information Services, 1/27:1
Broadman Press, 2/10:6; 2/24:7
Bullard, Howard O., Inc., 2/3:134; 4/6:97; 6/1:89
Butler Industries, Inc., 1/27:267; 2/24:145; 5/25:76; 6/8:138
Carlyle Books, 3/30:57
Cartmex, 6/8:113
Chicago Tribune, 2/17:11-14; 6/8:18
Children's Press, 2/24:8
Chilton Co., Book Division, 1/13:8-17; 1/27:29
Citadel Press, 1/27:34; 4/20:73; 6/8:43
Cliff's Notes, Inc., 6/8:36
Collins, Wm. Sons & Co., Ltd., 2/10:7
Columbia Mills, 1/6:99; 2/3:117; 5/4:76
Columbia University Press, 1/27:36,37; 2/3:31
Compass Publications, Inc., 5/18:50; 6/1:57; 6/15:70
Concordia Publishing House, 4/27:24
Connecticut Printers, Inc., 5/4:110
Cornell University Press, 1/27:35
Coward-McCann, Inc., 1/27:38; 2/3:25; 5/25:10-15
Cranbrook Inst. of Science, 1/27:258
Crocker Hamilton Papers, Inc., 2/3:113; 4/6:91; 6/1:79
Crowell, Thomas Y. Co., 1/27:39; 2/24:9
Crown Publishing Co., 1/27:40,41; 6/22:1-7
D-D-B Publishers, Inc., 1/27:252; 2/10:93; 2/24:144; 3/9:53
Dartnell Corp., 6/22:24,25
Davis Book Wholesalers, Inc., 1/27:111
Dell Publishing Co., 2/24:10,11; 3/2:10,11; 3/16:1-3; 4/13:11-17; 6/22:26
Denison, R. S., & Co., Inc., 2/3:32; 3/30:9

Desclee Co., Inc., 2/10:103
 Devin-Adair Co., 1/27:42
 Dial Press, 1/27:43; 2/17:61-64; 2/24:12; 5/4:18; 5/25:16-19
 Dodd, Mead & Co., 1/6:33; 1/13:18; 1/27:44; 2/3:12-15; 2/24:14,15
 Doubleday & Co., 1/6:1-7; 1/27:46-51; 2/10:140; 2/24:16,17; 3/2:4; 3/30:1-8; 4/13:9; 4/27:8-12; 5/4:16,17; 5/25:1-9; 6/8:176; 6/22:29
 Dover Publications, 4/20:74
 Dutton, E. P., & Co., 1/13:19-25,69; 1/20:47,131; 1/27:45,272; 2/3:97; 2/10:101; 2/17:84; 2/24:19; 3/9:5-9; 5/4:23; 6/8:11-16
 EBS Book Service, 1/6:69; 2/3:84; 3/2:53; 4/6:46
 Edwards Brothers, Inc., 6/1:75
 Eerdmans, Wm. B., Publishing, 2/10:8; 4/27:25
 Encyclopaedia Britannica, 1/27:52; 2/24:20,21; 3/23:8; 5/4:27
 European Art Color Slide Co., 3/2:99; 4/6:94; 5/4:113; 6/1:90
 Evans, M. & Co., 1/27:53
 Farrar, Straus & Co., 1/6:39; 1/27:56; 2/24:22; 3/6:37; 4/13:41; 4/20:69
 Fawcett Publications, 1/27:54,55; 3/2:17; 3/16:6; 4/27:20,21; 6/8:39
 Fides Publishers, 1/27:252; 2/10:9
 FIR Publishing Co., 1/27:259
 Fleet Publishing Corp., 1/27:57
 Follett Publishing Co., 1/27:58; 2/24:23,143; 3/16:63; 4/6:41; 4/27:13; 6/8:24-26
 Food & Agriculture Organization of the U.N., 4/20:116
 Fountainhead Publishers, Inc., 6/8:41
 Freedom, Inc., 1/27:259
 Funk & Wagnalls, 1/27:60; 2/17:31; 2/24:24
 Geis, Bernard, Inc., 1/27:61; 2/3:19-24
 Golden Gate Junior Books, 2/24:25
 Golden Press, The, 1/13:59; 1/27:62; 2/17:87; 2/24:26,27; 3/16:39
 Grafo-Art Publishers, 5/4:60
 Grosset & Dunlap, Inc., 1/27:63; 2/24:1-3; 4/27:67-70
 Grove Press, 1/27:64,65
 Hachette, 2/3:30
 Hafner Publishing Co., Inc., 4/20:16
 Halliday Lithograph Corp., 1/20:51; 3/16:11
 Harcourt, Brace & World, 1/6:42; 1/13:32,47-50; 1/27:66,67; 2/24:28,29,141; 3/2:71; 6/15:63-66; 6/29:56,57
 Harper & Row, 1/13:29; 1/20:1-13; 1/27:68-74; 2/10:12,13; 2/17:7; 2/24:31-36; 3/2:5; 3/9:13; 3/16:7; 4/13:5; 4/20:11; 5/4:15,19; 6/1:9; 6/8:1-9,19-22; 6/29:17
 Hart Publishing Co., 5/4:61
 Harvard University Press, 1/27:76,77; 2/10:11; 2/17:70; 5/18:10
 Hastings House Publishers, 1/27:75; 2/24:30
 Hawthorn Books, 1/27:79; 2/24:37; 3/2:65-68
 Hearstside Press, 1/27:78
 Heath, D. C., & Co., 3/2:18
 Hendin, Herbert, M.D., 5/25:116
 Herder of St. Louis, 2/10:14
 Herder & Herder, 2/10:15
 Higby & Hornsby Ltd., 4/27:94
 Hill & Wang, 1/27:80,81
 Hollis House, 3/23:47
 Holman, A. J., 2/10:16
 Holt, Rinehart & Winston, Inc., 1/20:15-24; 1/27:82,83; 2/10:17; 2/24:38,39; 5/4:1-14
 Home Library Press, 2/10:94
 Horizon Press, 1/27:84,85
 Houghton Mifflin, 1/27:86,87; 2/24:40; 5/4:28; 5/18:1-8
 Indiana University Press, 1/27:89
 Jiffy Manufacturing Co., 1/6:109; 3/2:98; 5/4:112
 Joanna Western Mills Co., 1/6:101; 2/3:111; 4/6:73; 6/1:81
 John Day Co., 1/27:90; 2/3:26,27; 6/8:17
 Johns Hopkins Press, 1/27:91
 Johnson Publishing Co., Inc., 5/11:11; 6/8:45; 6/29:10
 Johnson Reprint Corp., 1/27:92; 4/20:18
 Judson Press, The, 1/20:38; 1/27:8; 4/27:22
 Kanrom, Inc., 3/30:13
 Kenedy, P. J. & Sons, 1/27:93
 Kingsport Press, Inc., 1/6:90; 3/2:91; 4/6:83; 5/4:80-81; 6/1:73
 Knopf, Alfred A., Inc., 1/27:96; 2/24:41
 Knox, John, Press, 2/10:18
 Lane Book Co., 1/27:98,99; 2/17:16,17; 4/13:10; 4/27:7
 Larousse, 3/9:61
 Latham Process Corp., 1/6:105
 Lawrence Publishing Co., 1/27:259
 Lerner Publications, 2/24:149
 Linson Products, 4/6:87
 Lippincott, J. B. Co., 1/27:97; 2/10:19,43; 2/24:66; 3/2:13; 3/9:15; 3/16:9,46,47; 3/23:49; 3/30:55; 4/6:49; 4/13:55
 Little, Brown & Co., 1/27:101; 2/24:42,43; 4/6:1-5; 6/22:59-64; 6/29:21
 Lothrop, Lee & Shepard, 2/24:44,45
 Louisiana State University Press, 1/27:100
 McClain Printing Co., 1/27:259
 McGraw-Hill Book Co., 1/27:104; 2/3:16,17,39; 2/10:23,24; 2/24:50,56,57; 3/9:10,11,16; 3/16:4,5; 3/23:6,7; 3/30:10,11; 4/13:15; 4/20:4,5; 6/1:13; 6/8:28,29; 6/15:23; 6/29:18,19
 McKay, David, Co., Inc., 1/21:26-32; 1/27:105; 2/24:48,49; 3/9:1-4; 6/22:15-21
 Macfadden-Bartell Books, 3/9:26
 Macmillan Co., The, 1/6:12,13; 1/20:44,45; 1/27:106-109; 2/10:20,21; 2/17:25; 2/23:51-54; 3/2:19,49; 4/13:1-4; 4/20:24; 6/15:83-86
 Macrae Smith Co., 1/27:103; 2/24:47
 John Magee, Inc., 1/13:63; 2/3:82; 3/2:52; 4/13:52; 5/11:43; 6/8:118
 Marzani & Munsell, Inc., 6/8:38
 Meldona, Inc., 6/8:113
 Melmont Publishers, Inc., 2/24:55
 Mercedes Book Dist. Corp., 1/6:108; 2/3:132; 3/2:98; 4/6:95; 5/4:112; 6/1:91
 Meredith Publishing Co., 1/27:112; 2/3:28,29; 2/17:8,9; 2/24:13; 4/13:6,7
 Mergenthaler Linotype, 1/6:103; 3/2:97; 5/4:89
 Meridian Publishing Co., 1/27:113
 Merit Engraving Co., 3/2:98; 5/4:112
 Merriam, G. & C., Co., 1/27:114; 2/17:18; 4/20:21
 Messner, Julian, Inc., 1/27:115; 2/24:59
 Metro Catalog Cards, 5/11:41; 5/18:50
 M.I.T. Press, 1/27:102; 4/20:15
 Monarch Books, 2/3:89
 Monthly Review Press, 1/27:120
 Morehouse-Barlow Co., 2/10:22
 Morris, Milton Publishing, 1/27:258
 Morrow, William & Co., 1/6:16,17; 1/13:1-7; 1/20:49; 1/27:118,119; 2/17:15; 2/24:60,61; 3/16:8; 4/27:1-6; 5/18:9,14
 Muhlenberg Press, 1/27:59; 2/10:10; 6/8:42
 National Publishing Co., 1/27:121
 National Review, 4/27:94; 5/11:43; 5/25:61
 Nelson, Thomas & Sons, 1/27:122; 2/10:26-28; 2/24:62
 New American Library of World Literature, Inc., 3/2:1-3; 3/23:12; 6/22:28
 New Directions, 1/20:33; 1/27:125
 Newman Press, 2/10:25
 New York Graphic Society, 1/27:126; 2/3:83; 2/24:63; 6/8:10
 New York Lithographing Corp., 1/6:108; 3/2:99; 5/4:113

New York & Pennsylvania Co., 1/6:130; 2/3:162;
 3/2:130; 4/6:126; 5/4:150; 6/1:118
 New York Times, 6/8:27
 New York University Press, 1/28:127
 Noble Offset Printers, 2/3:132; 4/6:94; 6/1:90
 Northwestern University Press, 1/27:128
 Norton, W. W., & Company, Inc., 1/20:39-41; 3/
 2:22
 Oak Publications, 3/16:61
 Obolensky, Ivan, Inc., 1/27:130
 Odyssey Press, 1/6:18-32
 Orion Press, 1/27:132; 6/22:12,13
 Oxford Paper Co., 2/3:109; 4/6:79; 5/4:103; 6/1:71
 Oxford University Press, 1/13:26,27; 1/27:133; 2/10:
 31-33; 3/9:25; 3/16:15; 3/23:11
 Pantheon Books, 1/27:134; 2/24:151; 3/23:16; 6/1:17
 Parents' Magazine Press, 2/24:64
 Penguin Books, 1/27:135; 2/7:28; 3/23:10; 5/18:11;
 6/22:27
 Penn-Fleming Publishing, 1/27:258
 Pflaum, Geo. A., Publisher, Inc., 1/27:136
 Plastic Coating Corp., 4/6:75-76; 6/1:83-84
 Platt & Munk, 6/8:34
 Plenum Press, 4/20:17
 Pocket Books, Inc., 1/20:46; 4/6:7; 5/18:13
 Popular Library, Inc., 2/17:93; 3/16:41; 4/13:45; 5/
 18:51; 6/15:76
 Potter, Clarkson N., Inc., 1/27:137; 6/22:8-11
 Praeger, Frederick A., 1/27:138; 4/13:8; 4/13:12; 5/
 4:22; 6/22:14; 6/29:65-68
 Prentice-Hall, Inc., 1/27:139-141; 2/24:65; 3/2:9; 3/
 9:23; 3/16:13; 4/20:13; 5/4:25; 5/25:21; 6/1:8 6/
 22:32
 Price Guide Publishers, 1/27:257
 Princeton University Press, 1/27:142
 Pro-People Press, 3/23:47
 Public Affairs Press, 1/27:143
 Putnam's, G. P., Sons, 1/6:37 2/3:45-52; 2/17:
 1-6,7; 3/23:13; 4/6:10; 4/13:46,47; 6/1:11,18;
 6/29:22
 Quadrangle Books, Inc., 1/27:144; 3/2:20
 Rand McNally & Co., 1/6:35; 1/13:31; 1/20:14;
 1/27:145; 2/24:66; 3/2:8,62; 3/9:17; 6/15:1-5
 Rand McNally & Co., Book Mfg. Div., 2/3:86-87;
 5/4:74-75; 6/1:58,59
 Random House, 1/13:28; 1/27:147; 2/24:67; 6/15:
 11-22; 6/29:59
 Regnery, Henry, Co., 1/27:148; 2/3:38; 2/10:30;
 2/24:68; 4/27:23; 5/25:25; 6/8:23; 6/29:11-16
 Reilly & Lee, Inc., 2/17:19-24; 6/8:35
 Reinhold Book Division, 1/6:14,15; 1/27:150; 4/
 20:19
 Ronald Press, 1/27:261
 Roy Publishers, 1/27:151; 2/24:69
 Rutgers University Press, 1/27:152
 St. Louis University Press, 1/27:256
 St. Martin's Press, 1/27:153
 St. Paul Editions, 1/27:92; 2/10:92; 3/9:53
 Salberg, Jerry & Assoc., 2/17:71
 Scribner's, Charles, Sons, 1/27:154; 2/10:36; 2/24:
 70; 3/23:1-5; 3/30:16
 Seabury Press, 2/10:34,35
 Self-Realization Fellowship, 1/27:263; 4/27:80
 Sheed & Ward, 1/27:155
 Siegel, Meyer D., 5/18:53
 Sierra Club, 1/27:156
 Silver Laro Press, 1/6:108; 2/3:132; 3/2:99; 4/6:94;
 5/4:113; 6/1:90
 Simon & Schuster, Inc., 1/20:42,43; 1/27:158,159;
 5/11:1-5; 6/22:22,23; 6/29:1-9
 Smith, A. D. & Co., 3/2:89; 4/6:85; 5/4:84,85;
 6/1:87
 Smith, Peter, Publisher, 5/18:52
 So. Illinois University Press, 1/27:162,163
 Southern Methodist University Press, 1/27:157
 Spaulding-Moss Co., 1/6:108; 2/3:132; 3/2:99; 4/6:
 94; 5/4:113; 6/1:90
 Springer-Verlag, 4/20:12
 Stanford University Press, 1/27:160,161
 Stefanides, Geo. F., 1/27:259
 Stein & Day, 1/27:164
 Stuart, Lyle, Inc., 1/13:25
 Swifties, Tom, Publishing Co., 1/27:110
 Syracuse University Press, 1/27:165
 Tapley, J. R. Co., 1/6:106; 2/10:94; 5/4:111
 Taplinger Publishing Co., 1/27:166; 5/4:20
 Time, Inc., 6/8:37
 Trident Press, 3/2:15; 5/25:26
 Tudor Publishing Co., 1/27:169; 2/3:82; 2/10:87;
 2/17:71; 2/24:157; 3/2:70; 3/9:57; 3/23:51; 6/8:
 111
 Turck & Reinfeld, 1/6:109; 2/3:133; 3/2:98; 4/6:
 95; 5/4:112; 6/1:91
 Tuttle, Charles E., Co., 1/27:176,177
 Twentieth Century Fund, 3/2:21
 United Church Press, 2/10:92
 United Nations, 1/27:273; 4/6:47; 6/8:121
 United States Publishers Assoc., 1/27:172
 Universal Publishing & Distributing Corp., 3/2:67
 University of California Press, 2/17:10
 University of Chicago Press, 1/29:32,33; 2/17:26,
 27; 4/6:89; 6/1:10; 6/8:30,31
 University of Florida Press, 3/30:15
 University of Illinois Press, 1/27:88
 University of Kansas Press, 1/27:275
 University of Kentucky Press, 1/27:94,95
 University of Michigan Press, 1/27:116
 University of Minnesota Press, 1/27:117
 University of Nebraska Press, 1/27:123
 University of Notre Dame Press, 1/27:129; 2/10:29
 University of Oklahoma Press, 1/27:131
 University of Tennessee Press, 6/8:115
 University of Texas Press, 1/27:167
 University of Toronto Press, 1/27:168
 University of Washington Press, 1/27:177
 Vanguard Press, 1/27:173; 2/24:71
 Van Nostrand, D., Inc., 1/27:174; 2/3:43; 2/24:72;
 4/20:10
 Viking Press, The, 1/27:175; 2/3:1-9; 2/24:73; 4/
 20:23; 4/27:14,15; 6/1:1-7
 Walck, Henry Z., Inc., 2/24:74
 Walker & Co., 1/27:176
 Warren, S. D. Co., 2/3:127-128; 5/4:107-108
 Washburn, Ives, 2/24:75; 6/22:14
 Watson-Guptill, 1/27:179
 Watts, Franklin, Inc., 1/27:178; 2/24:76,77; 5/25:23
 Wayside Press, 4/27:77
 Wesleyan University Press, 1/27:180
 Westminster Press, 1/27:181; 2/10:37; 2/24:78; 6/1:
 15
 West Virginia Pulp & Paper Co., 2/3:106; 3/2:80;
 4/6:60; 6/1:68
 Wheelwright, Bond, Co., 1/27:185
 Wiley, John, & Sons, Inc., 4/6:55; 4/20:1-3
 Windfall Press, 1/27:258
 World Book Fair, 5/11:43
 World Publishing Co., 1/6:41; 1/27:183,184; 2/10:
 38-40; 2/17:29; 2/24:79; 3/23:9; 4/13:13; 5/4:21
 6/15:6,7
 Writer, The, Inc., 3/2:53; 3/9:57
 Yale University Press, 1/27:186
 Zondervan Publishing House, 2/10:41

